SPECIAL COLLECTOR'S COVERS! #1 of 2 GET 'EM BOTH!

SOUTH PARK

MAD

IND

...ES DEPARTMENT:
...Reader Mail...2

Look, dudes! Alfred's here in South Park!

WHAT NEXT?

#371 July 1998 Our Price $2.50 Cheap!

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...ES DEPARTMENT
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... You...4
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...DEPARTME
...port ...out Yourse
...HE RACE ...

Oh my God!
Kenny killed Alfred!
SWEET!

#371 July 1998 Our Price $2.50 Cheap!

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#1 In A Series

An important message from MAD's Director of Business & Development,

DAN BROWN

In troubling times such as ours — and by "ours" I mean yours and mine, not someone else's, which would be their troubling times, not ours — people — and by "people" I mean us, not those others who aren't us but them — well, I'm sure you know what I'm getting at.

MAD *— and by "*MAD*" I mean* MAD *—* MAD *is a magazine whose time* is *and continues to* be. *It defines who we are and where we've been and where we are hoping to go if we can only find the money and get some time off. No reasonable person would argue with that.*

And so it's with that in mind — and by "that" I mean this, which is what I am about to say: I don't wear a green suit with a question mark because I look attractive in it. I wear it it because I must. A man must do what a man must do. And so must a woman. We are all one in nature's garden.

Given all this, subscribing to MAD *makes perfect sense. To you and me. Us.*

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JULY 1998 NUMBER 371

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"There is more poetry in the simple song of a bird than in any 10 symphonies, except all the poetry tends to be about worms!" — Alfred E. Neuman

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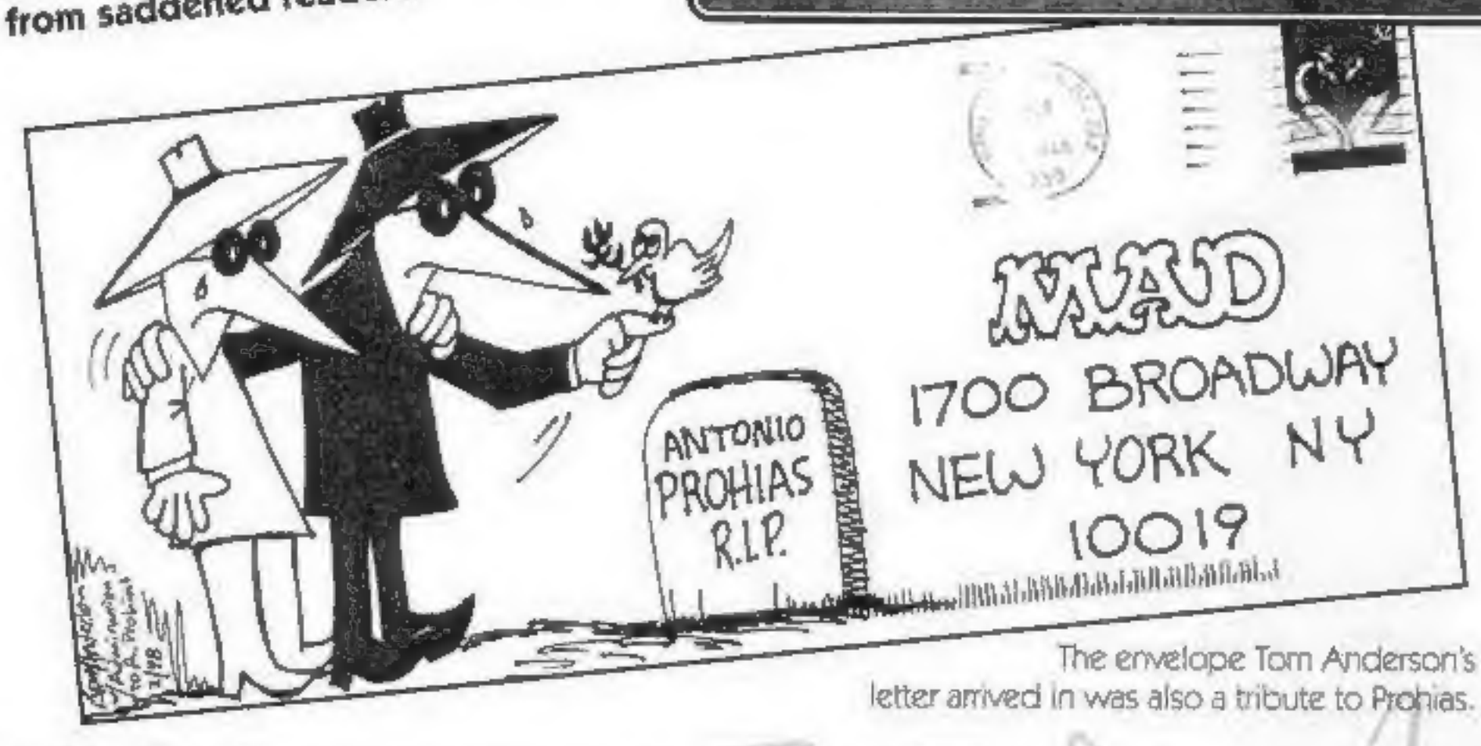
FRONT COVER ARTIST: SAM VIVIANO
BACK COVER WRITER: DICK DEBARTOLO

FRONT COVER WRITER: DESMOND DEVLIN
BOOSE WAVY RADIO WRITER: J. PRETE

MAD #372
ON SALE JULY 21!

Flags at Spy Headquarters are flying at half-mast due to the recent death of "Spy Vs. Spy" creator Antonio Prohias. Antonio, who retired about 10 years ago, died in Florida on February 24th. The strip has run and will continue to run thanks to the talents of many MAD contributors, including Duck Edwing, Bob Clarke, George Woodbridge, Dave Manak and, most recently, Peter Kuper. The following are a sampling of the many kind letters we received from saddened readers:



The envelope Tom Anderson's letter arrived in was also a tribute to Prohias.

My condolences to all on the passing of Antonio Prohias. His "Spy Vs. Spy" cartoons were probably my first exposure to the magazine in my early youth, because they were the only things I could understand!

Matt McCullar
Arlington, TX

I was saddened to learn of the passing of Antonio Prohias. As a young man in the early '60s, I eagerly awaited each new issue of MAD magazine, primarily for the "Spy Vs. Spy" episodes. Prohias was truly original and brought great mirth to all who read his work.

Jay West
vest@dawgnet.net

This is just to express my sadness at learning of Mr. Prohias' passing away. His cartoons have been, since I was a kid, the source of much fun, and God knows we need that. He will be sorely missed.

Nuno Miranda
mib@ip.pt

I was saddened to learn today of Antonio Prohias' passing. His work inspired me quite a bit as a kid, and still does today. I send love to his family and friends. I'd love to see what he's drawing now. Heh...Bet he gives God a grin or two!

Bradly Peterson
drama@fastlane.net

"Spy Vs. Spy" was the first thing I read in MAD Magazine. My father was a big fan of MAD and had a pile of them in his closet. When my brother and I discovered them, back around 1963, I was only three years old. Since I couldn't read at the time, I looked for the features without words. Antonio Prohias' and Sergio Aragones' art always made the magazine worth thumbing through. As I got older, I would go back and read the same issues and found more and more to enjoy as I learned about the world.

In 1975, I was 15, and my family took a trip cross-country from California to New York. While in New York City, my brother Bob and I begged our parents to let us visit the offices of MAD Magazine. My father agreed, and circled the block for a half hour while we ran up to the 13th floor of the Madison Avenue offices. When we arrived, the secretary asked if we had an appointment. Oh no! We had come so close and now it looked like we wouldn't get to see anything. We explained we had come all the way from California and this was our only chance to visit. Just then, the door opened, and MAD Editor Al Feldstein smiled and welcomed us inside. Wow, we're in! As we walked down the art-covered hall to the large layout/art room, we saw Leonard Brenner pasting type down on some art. Al had given each of us a "cheap crummy souvenir" — a mini poster of the whole staff, which we excitedly got everyone there to autograph for us.

Antonio Prohias was penciling one of his "Spy Vs. Spy" features. When we asked him for an autograph, he smiled, looking up from his art table, and asked "Who am I?" I said "Al Jaffee?" "No," he said, "I am Antonio Prohias!" And with that, he took the souvenir sheet with all the printed self-characters of the artists on it, and proceeded to show us who he was. He drew the Black and White Spies with their noses tied together in a knot. Then he asked my name, and wrote "To Tom Anderson, MADly —A. Prohias." I thanked him while shaking his hand. I was so happy to meet the man who drew something I had enjoyed for all those years. What a thrill it was.

As the years went by, I would still get every issue of MAD. One day I noticed that Antonio no longer drew "Spy Vs. Spy." Then I learned that he was in poor health in Miami. In 1997, I tracked down his address and wrote him a nice letter reminding him of the 1975 visit to MAD and how much I had enjoyed "Spy Vs. Spy" all those years. A few months later, his daughter Marta wrote me for her father, expressing thanks for the letter and that it made him happy. I was sad when I learned he died. I remember him fondly and with admiration. He once took the time for me, making me very happy, and now I take the time to let others know what a truly kind and talented man Antonio Prohias was.

Tom Anderson
Birmingham, AL

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MADtv

In recognition of Antonio Prohias' work, the creators of MAD TV dedicated their March 7th show in his memory.

In Memory Of

ANTONIO PROHIAS

January 17, 1921 - February 24, 1998

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PROHIAS MUMBLINGS @aol.com

He was the best — Enemi9...I love his creations and I hope he will rest in peace — Porche514...R.I.P. I hope he will live on through his work — PsychoCody... When I was very young back in the 60s, two things defined the Cold War for me: *Get Smart* and "Spy Vs. Spy." I will miss Antonio Prohias! — AIMSUSIE...Antonio Prohias' spirit will live on forever in the pages of MAD. His design will be emulated for years to come. Thank you Antonio. — Voonplatz...I will always think his work is great and I wish him luck in the afterlife. — IMANWOO7... Goodbye to a very talented man from a fan that will remember him fondly. — Me4kix...Great cartoonist. The world will miss his talent. — Prune 8733...Antonio Prohias was one of the greatest cartoonists (and most devious minds) the world has seen. May he make us, and others, chuckle in the afterlife. Rest In Peace. — SincaNuevo.

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 371, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

It's extra thick and meaty!

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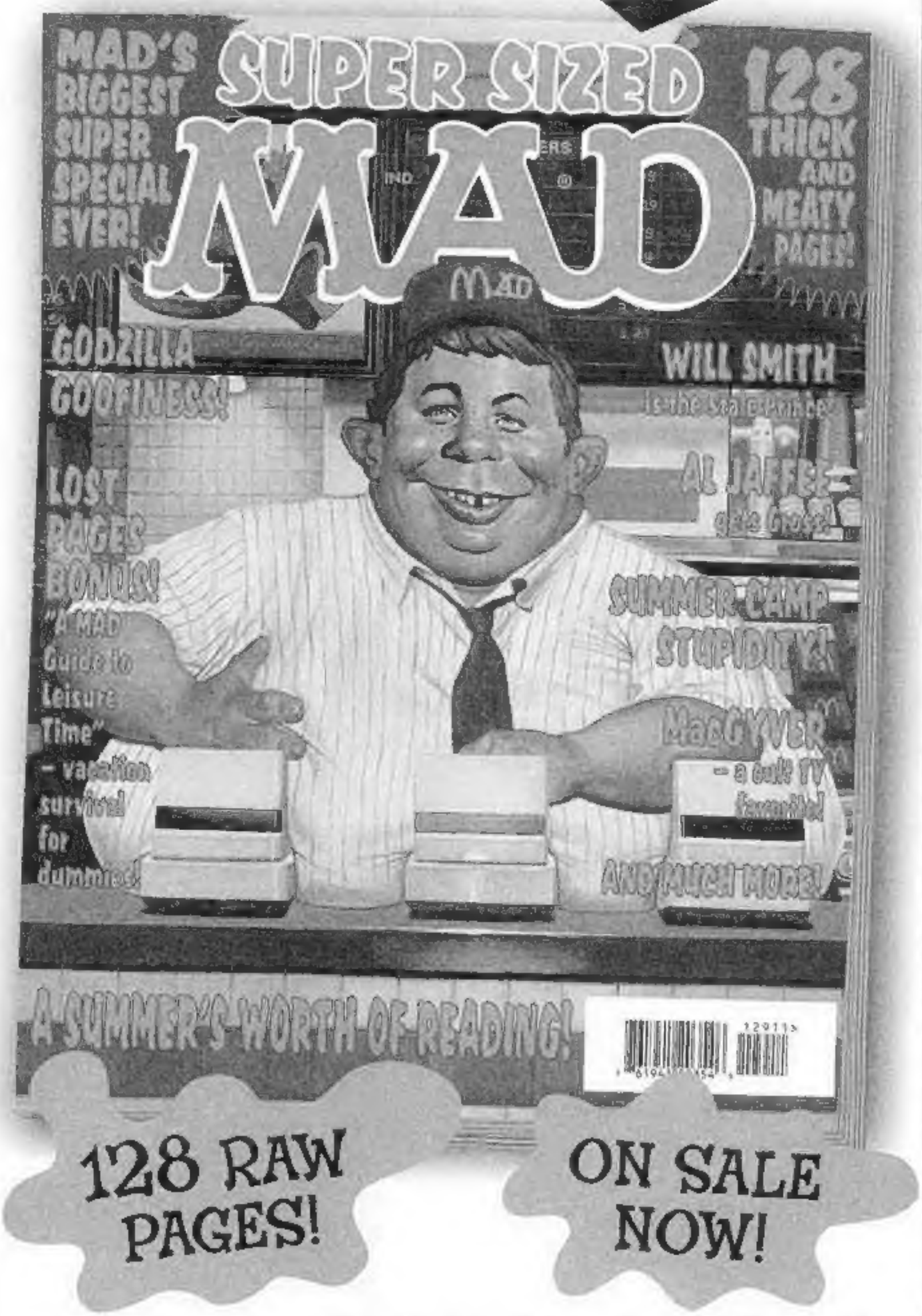

128 RAW PAGES!

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More pages and articles to get you through the long, miserable summer of '98! Be among the millions served (and disappointed!)

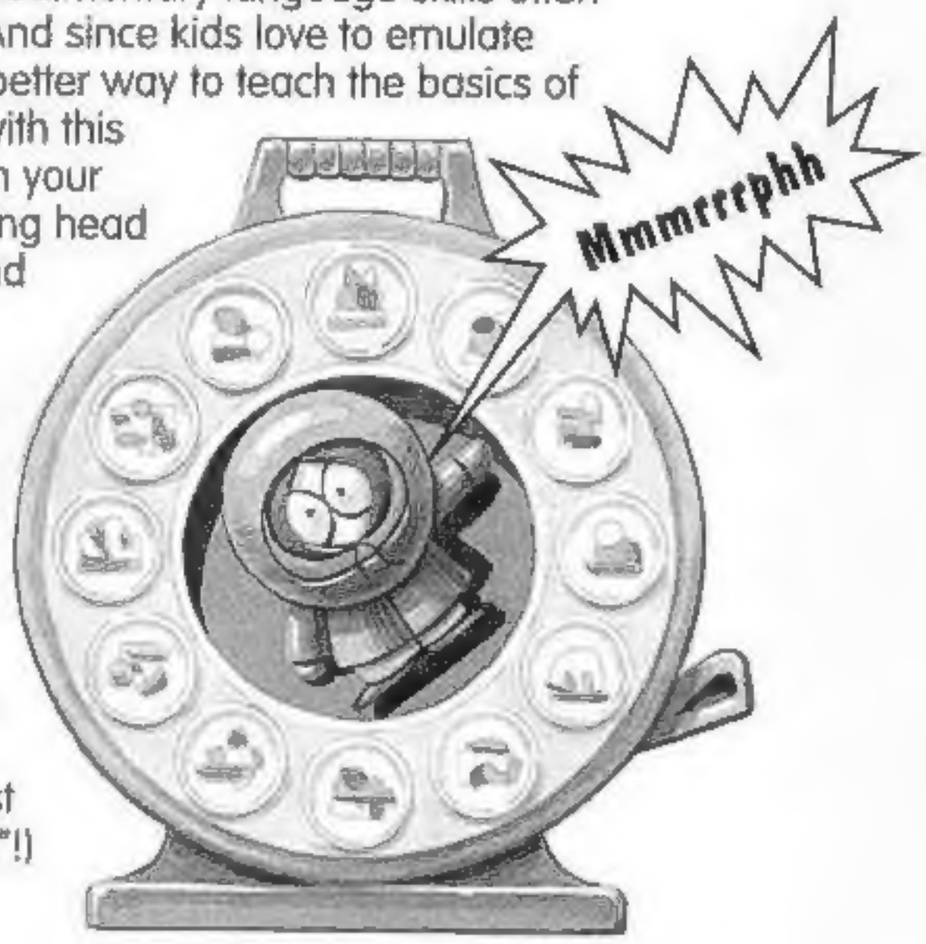
OH MY GOD! THEY SOLD KENNY! DEPT.

SOUTH PARK

Cable subscribers, animation fans and fart joke lovers agree: "South Park" is the hottest show to hit the air in years. It's already Comedy Central's top-rated program EVER! (Of course, to do that, it only had to beat 1996's "Paul Rodriguez Presents: The Best of the Chuckle Hut.") Anyway, it's obvious that the powers-that-be won't rest until they've squeezed every profitable drop out of the series. They've already got more products out for you to buy than "South Park" episodes for you to watch! But will the greedheads stop at stickers, T-shirts, greeting cards, calendars, posters, caps? (Does Cartman share his Cheesy Poofs?) Comin' at you faster than Mecha-Leonard Maltin, it's...

THE KENNY McCORMICK SPEAK & SAY

Youngsters learning rudimentary language skills often need an extra boost. And since kids love to emulate their TV heroes, what better way to teach the basics of communication than with this educational toy? Watch your child imitate the spinning head of Kenny as it stops and says, "Mmmrrrphh," "Rrrmmrrr rrmmmll," or "Fmmmrrrr wwrrm-mmfff." Language can inspire and persuade, but it's never as powerful as when it's used to confuse and exclude. Your kids will say a big "thank you!" (At least, that first word MIGHT be "thank"!)



JIU-JITSU JESUS

Smite thine enemies with these loving, but paralyzing, action toys! Busted are the meek, as you deliver unto the Beast-master a good ass-whipping. Kiss your other cheek goodbye! He's back... and He's pissed! (Opponents Santa Claws and Stretch Satan sold separately.)

ODDBALL CELEBRITY CAMEO COLORFORMS

Leave the endless superstar wisecracks to the late-night talk shows. "South Park" goes after those hard-to-locate (or even recognize) targets, like Philip Glass, Patrick Duffy and Tina Yothers. Now you can join the esoteric excitement with these Oddball Celebrity Cameo Colorforms. Comes with all your, um, favorites!

SOUTH PARK
Colorforms
SET INCLUDES:
Craig T. Nelson, Barbara Bosson, Jan-Michael Vincent, Rick Astley, Dustin "Screech" Diamond, Pam Dawber, Brett Somers, Robert Novak, Idi Amin and more!
Now with NORMAN FELL!

TOYS & PRODUCTS

Coming to a Shelf Near You!

MR. HANKEY HIGHLIGHTER

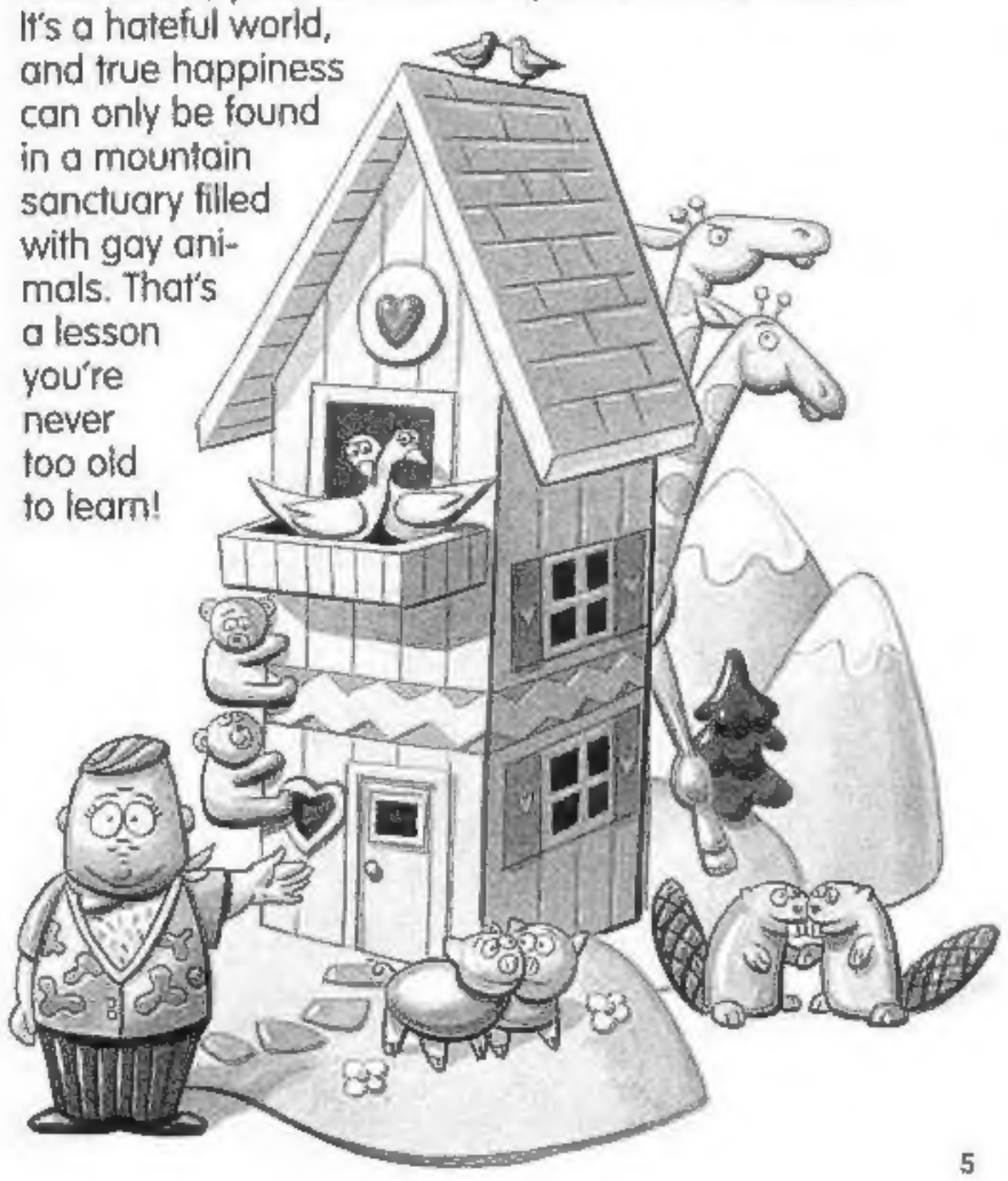
Perfect for the student in your life. Avoid the inky, unnatural fumes caused by the usual yellow markers with Mr. Hankey's natural fumes! Cramming for finals is always a tight squeeze, but with help from the Christmas Poo, it'll all come out right in the end. Why settle for a #2 pencil when you can have **actual #2?** And what a surprise for the next student who opens that schoolbook! The Mr. Hankey Highlighter makes a great stocking stuffer – hidey-ho, ho, ho!

STAN'S SILLY STRING DISPENSER

Relive your first tentative, tender experience of romantically-induced projectile vomit, with this Stan Marsh-shaped can of Silly String! Press the nozzle in Stan's head, and BLUGGGGHHH!!! The way to a Stan's heart is through his stomach, and you'll be spewing chunks o' love for up to 25 feet! (Also available: Kenny's Explosive Diarrhea Silly String Dispenser!)

BIG GAY AL'S BIG GAY ANIMAL SANCTUARY ACTION PLAYHOUSE

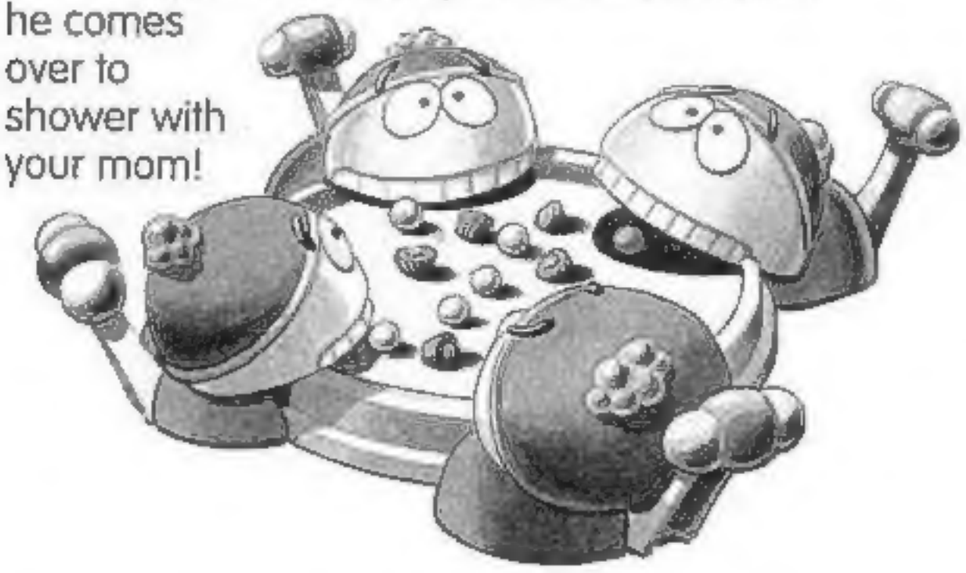
Barbie and Ken's Malibu Dreamhouse just a little too stodgy? Dump the convertible, the swimming cabana and the 2.3 kids and move on up to the wildlife side! Whether you're a homo hippo, queer quail, or even a closet clam, you'll find full acceptance at Big Gay Al's! It's a hateful world, and true happiness can only be found in a mountain sanctuary filled with gay animals. That's a lesson you're never too old to learn!



ARTIST: SCOTT BRICHER
WRITER: DESMOND DEVLIN

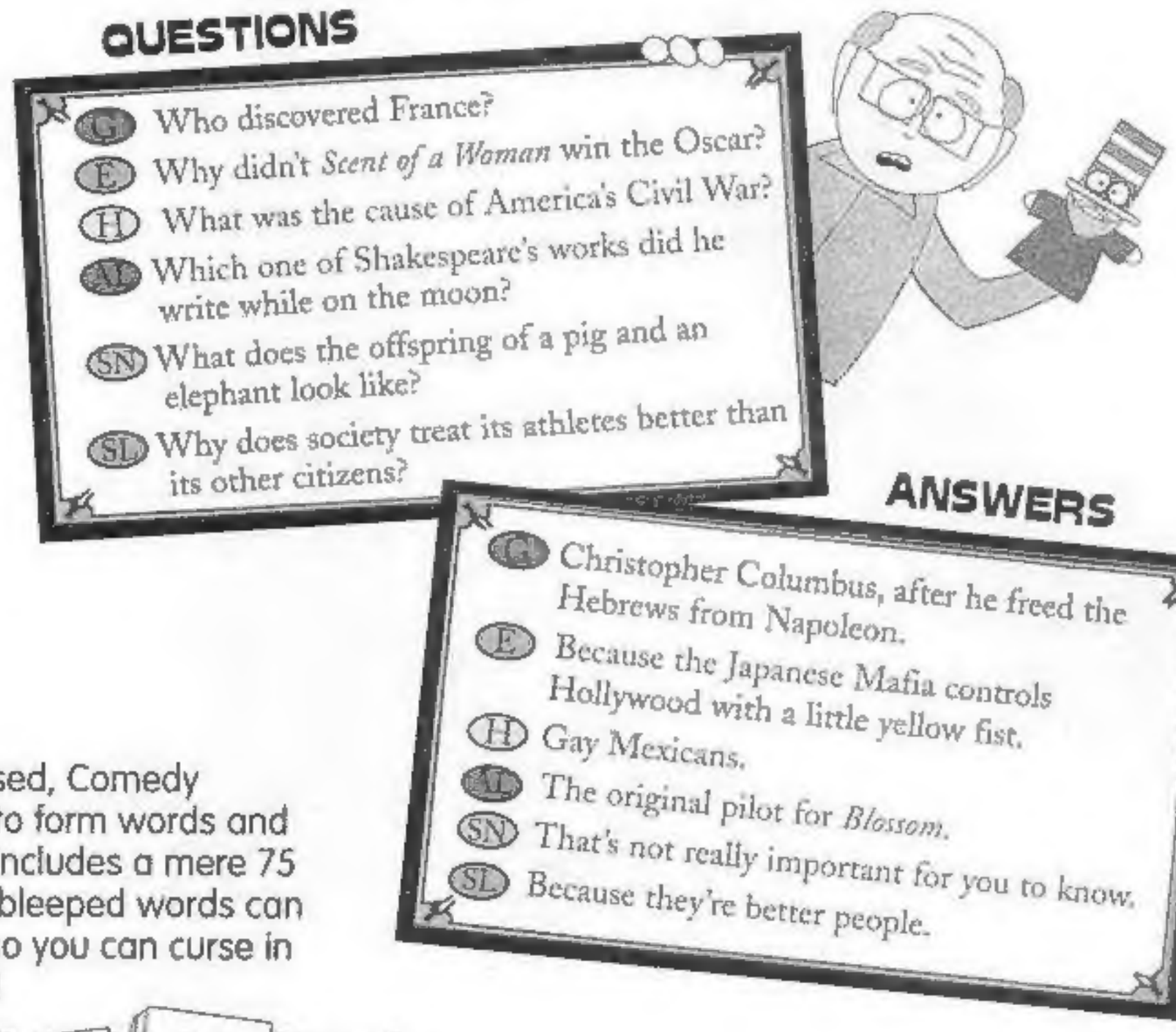
HUNGRY HUNGRY CARTMANS

You've gotta keep your fingers movin' and your mouth a-flappin' in this fast-moving battle of reflexes and unpleasant gluttony! Scarf up more Cheesy Poofs and Snacky Cakes than your dildo opponents, and you kick ass! Totally! But let those hippies take what's rightfully yours, and all your barely-concealed feelings of worthlessness will spring to the surface. Play it with your friends, or with that hairy park ranger who you're supposed to call your uncle whenever he comes over to shower with your mom!



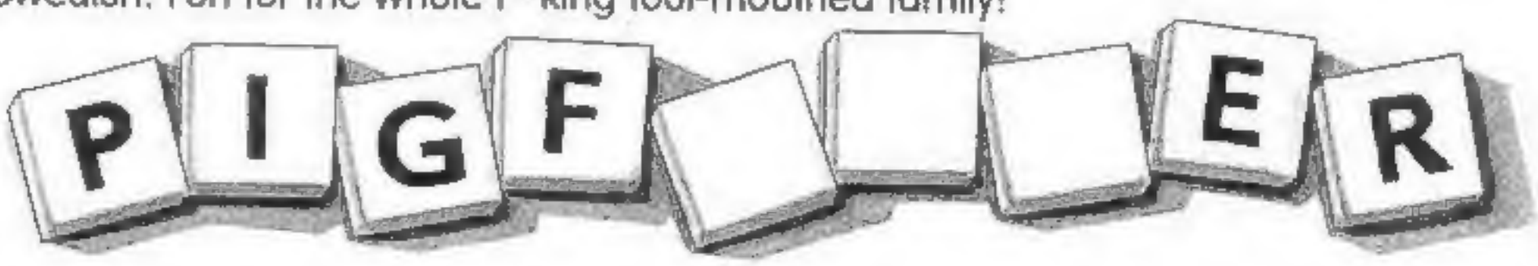
TRIVIAL PURSUIT: THE MR. GARRISON EDITION

TV, history, sports, music – it's all so laughably easy when the answers make empirical sense! But for those who want a real challenge, try the Mr. Garrison edition of the popular board game, featuring facts that exist only in the twisted, tormented mind of South Park's sickest educator. To keep up with his aberrant theories, you need to be just a little bit more than a trivia whiz – you need to be a functional lunatic! And remember, there are no stupid questions...only stupid people!


QUESTIONS
G Who discovered France?
E Why didn't *Scent of a Woman* win the Oscar?
H What was the cause of America's Civil War?
AL Which one of Shakespeare's works did he write while on the moon?
SN What does the offspring of a pig and an elephant look like?
SL Why does society treat its athletes better than its other citizens?
ANSWERS
G Christopher Columbus, after he freed the Hebrews from Napoleon.
E Because the Japanese Mafia controls Hollywood with a little yellow fist.
H Gay Mexicans.
AL The original pilot for *Blossom*.
SN That's not really important for you to know.
SL Because they're better people.

COMEDY CENTRAL SCRABBLE

Like the classic Parker Brothers game on which it's based, Comedy Central Scrabble players combine luck and knowledge to form words and amass points. But since this is basic cable, this version includes a mere 75 letter tiles and over 300 blank ones so that your barely-bleeped words can be legally played! There's even one special umlaut tile so you can curse in Swedish! Fun for the whole f**king foul-mouthed family!



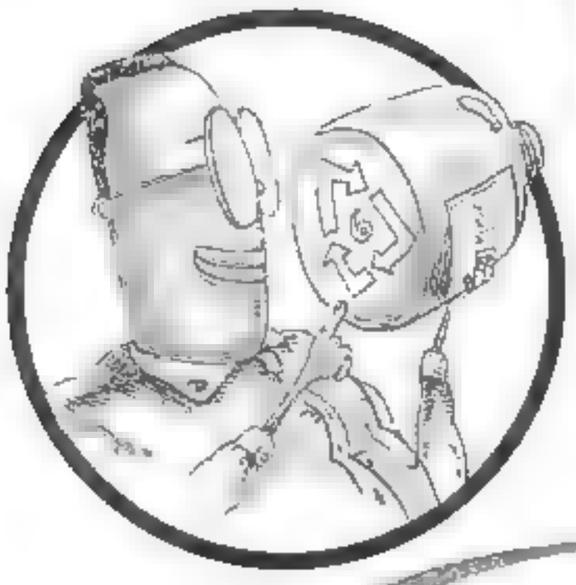
COOKIN' RUMPLESCRUMPTIOUS RECIPES WITH CHEF VIDEO

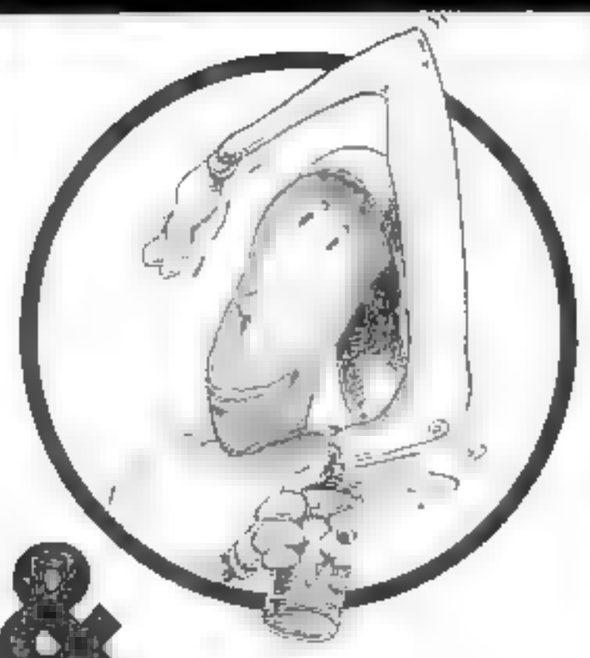
The taste of the school cafeteria in the comfort of home? Sounds too good to be true! But with this handy tape, you can enjoy somewhat flavorful sensations like Vegetable Medley or Salisbury Steak Casserole, just by following Chef's very private step-by-step instructions. Eat up, children! Here's Chef preparing one lip-smacking sample:

Okay, folks, next up is my famous Oyster Pot Pie in Love Gravy! This recipe serves two – or three, if you can swing it! You'll need: a dozen oysters, a chilled bottle of '97 chablis and a burnin' log of love!
First, take the phone off the hook! Then, you heat the fireplace to 450 sweet degrees! And then...
I'm gonna bend you over the hibachi And then undo your zipper! You'll be Joanie to my love Chachi! Blast off to my Big Dipper!
But it's my meat thermometer That will really make you squeeeeal! And when I add some spices You'll know tonight is real!
Oh yeah, love, Love Gravy! I'm sayin' love, Love Gravy! Love, love, love gravy, yeah, Sweet mama, love gravy, give it, Give it, ugghh...

THE SCHMUCKS STOP HERE DEPT.

Our heroes are back and in their latest adventure they take on something really big. (No, not Ricki Lake!) Making sure that planet Earth as we know it will be around for the next millennium! However, if this means that we have to deal with these two morons for many more years, we say get out those aerosol cans and bring back the Big Mac Styrofoam containers! Here's...





Melvin & Jenkins' GUIDE TO SAVING THE PLANET

Jenkins

Before leaving the beach, Jenkins carefully polices the area to pick up any soda cans, wrappers or other debris.

Melvin

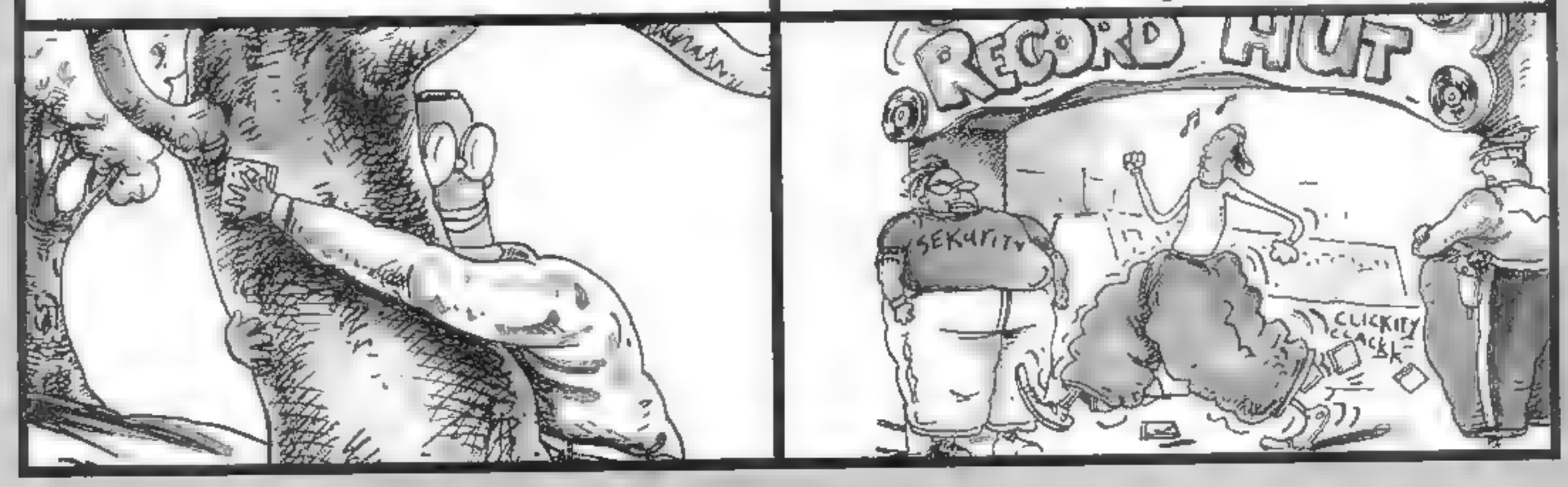
Melvin writes obscene messages on Styrofoam beer coolers and sends them toward Europe.

Jenkins

Jenkins is glad that the music industry did away with those long cardboard packages CDs used to come in, because they wasted so many trees.

Melvin

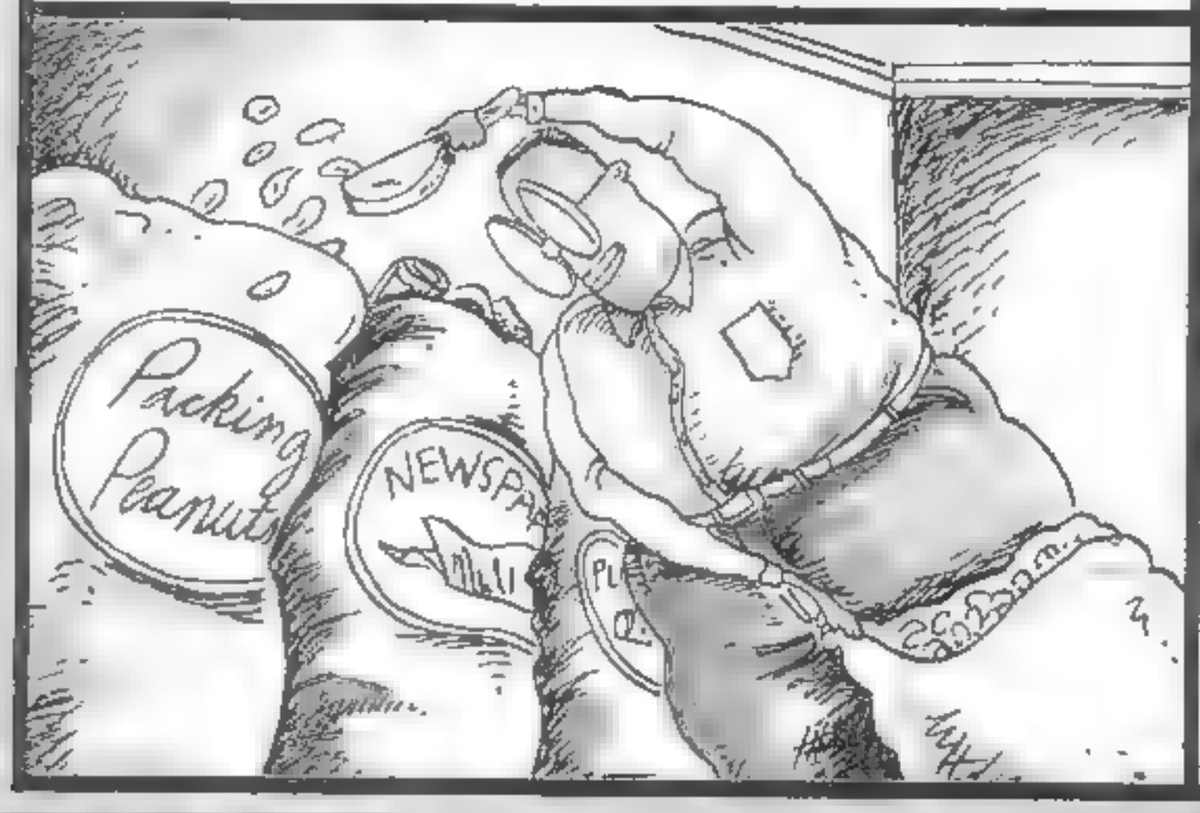
Melvin is glad about the switch too, because the smaller packaging lets him hide twice as many CDs down his pants when he sneaks past those dimwit guards at the Record Hut.



ARTIST: KEVIN POPE WRITER: DESMOND DEVLIN

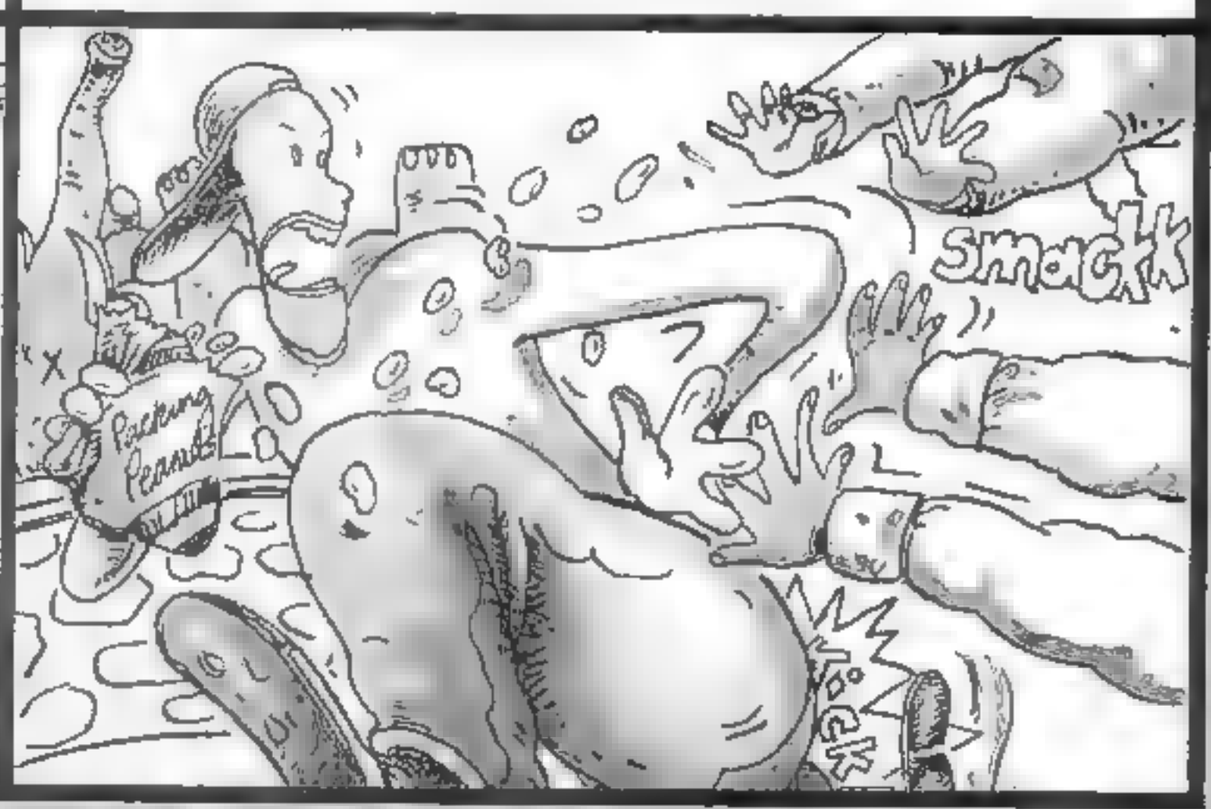
Jenkins

Jenkins takes care to properly recycle the Styrofoam packing peanuts after buying a large appliance.



Melvin

Melvin is hustled out of the city zoo, screaming, "Fine, let the stupid elephants starve!"



Jenkins

Jenkins goes deep-sea diving in pristine waters, and gains a new appreciation of the impregnable mysteries of the sea.

Melvin

Melvin leaves an 18-pound hunk of coral on the side of the highway, after deciding that it wouldn't make that good a doorstop after all.

Jenkins

Jenkins uses and re-uses cloth diapers, so as not to add more plastic to our nation's landfills.

Melvin

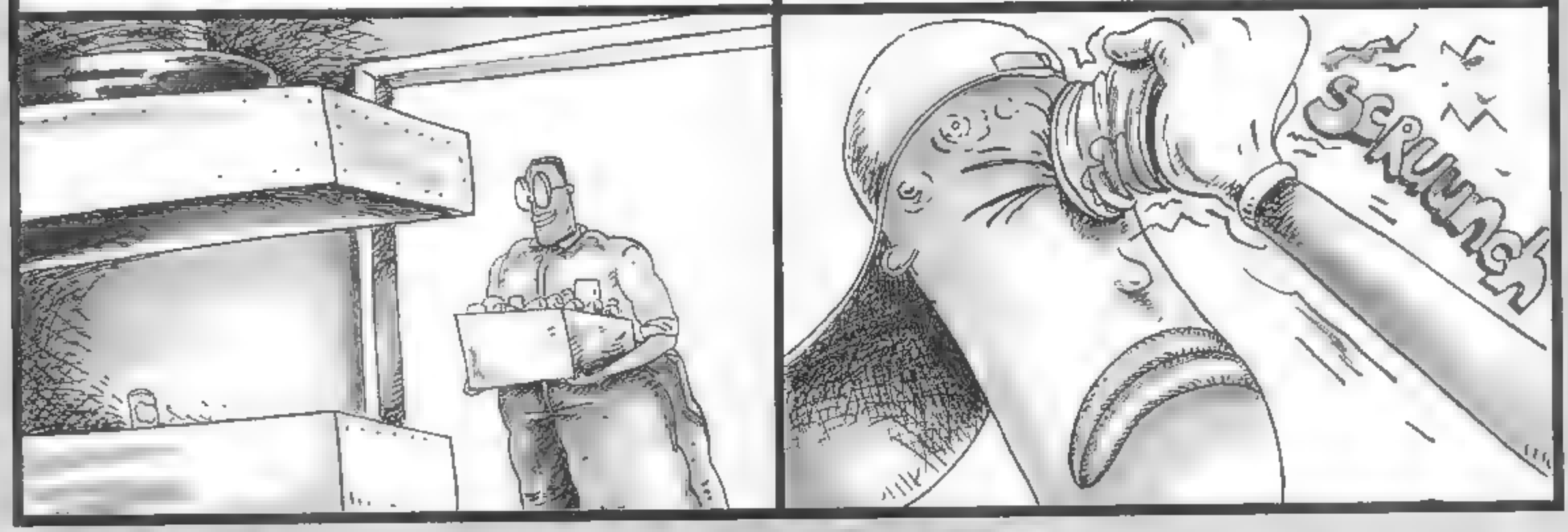
Despite being childless, Melvin buys plastic diapers, in case the game goes extra innings.

Jenkins

Jenkins brings his empty cans down to the recycling machine to be crushed for re-use.

Melvin

Melvin figures why bother going all the way down to the center to crush cans, when his forehead is only inches away.

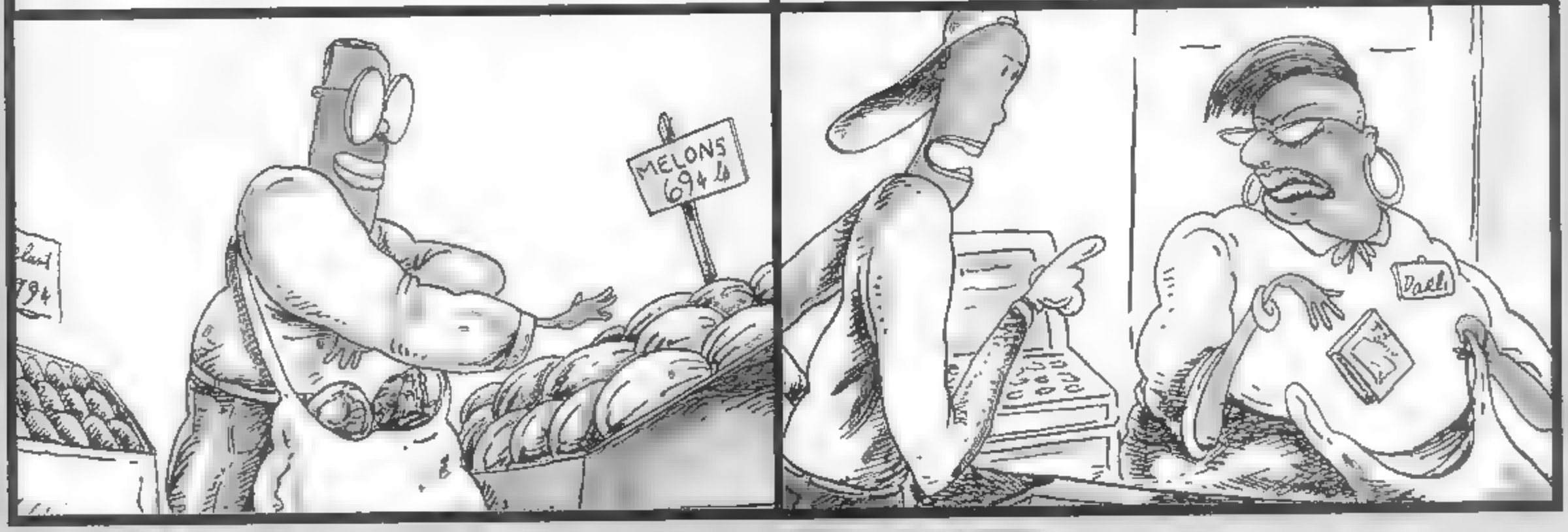


Jenkins

Jenkins brings his own reusable carry bag for every trip to the supermarket.

Melvin

Melvin orders the cashier to quadruple-bag the one copy of TV Guide that he totes the half-block to his home, "just to be on the safe side."

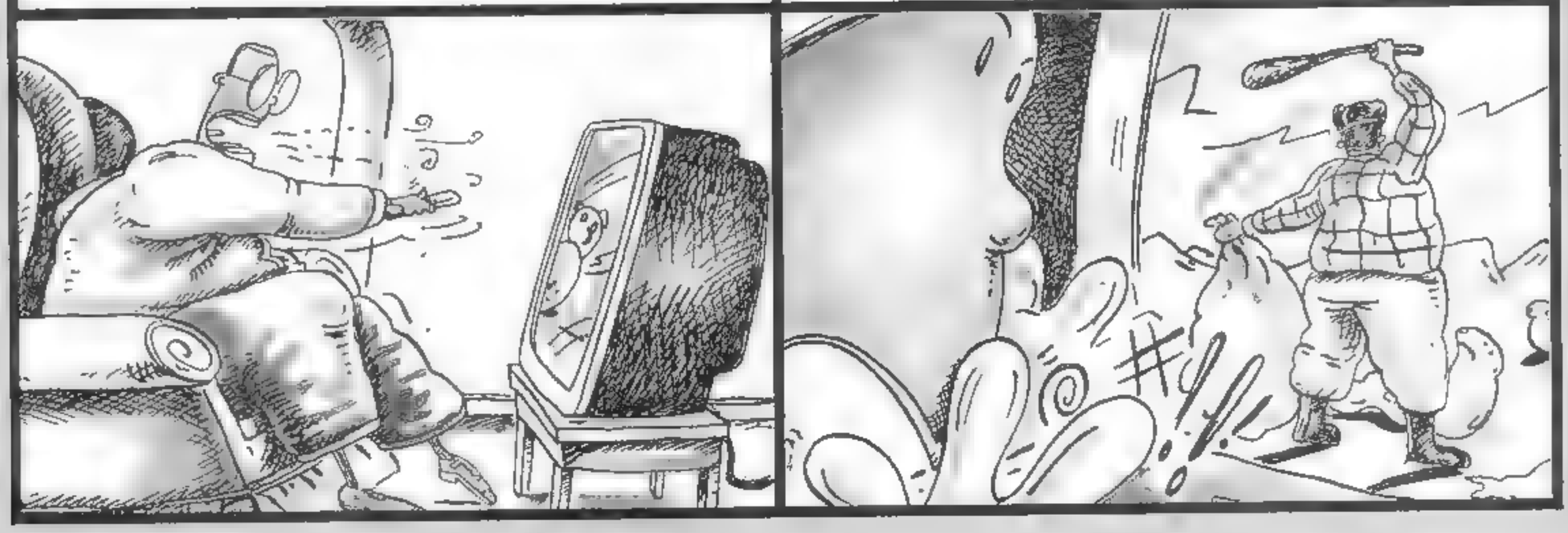


Jenkins

Jenkins finds himself shouting in anger at the TV screen while watching a documentary about baby seal hunting.

Melvin

Melvin is equally angry, yelling, "Choke up on the damn bat!"



...extensive child pornography collection...

...pilot error...

...reported hearing demonic voices...

...history of mental problems...

...shallow grave...

...asphyxiated on her own vomit...

MISFORTUNE TELLERS DEPT.

Andy Warhol said "Someday everybody will be famous for 15 minutes," and with the explosion of TV news coverage, he may have been right! All we know is, should you, the average Joe, ever find yourself in the public eye, the following are...

PHRASES YOU NEVER WANT TO HEAR

...gruesome discovery...

...charred remains...

...neighbors complained of a foul odor...

...execution-style...

...horrified onlookers...

...deadly shards of glass...

...identified by dental records...

ARTIST: RICK TULKA WRITER: DENNIS SNEE

...bound with duct tape...

...a grim-faced police spokesman said...

...tainted meat...

...as co-workers scrambled for cover...

...skeletal remains...

...a hiker's chance discovery...

IN NEWS REPORTS ABOUT YOURSELF

...hail of bullets...

...required over 700 stitches...

...covered in his own excrement...

...plea to the abductors...

...three times the legal blood alcohol limit...

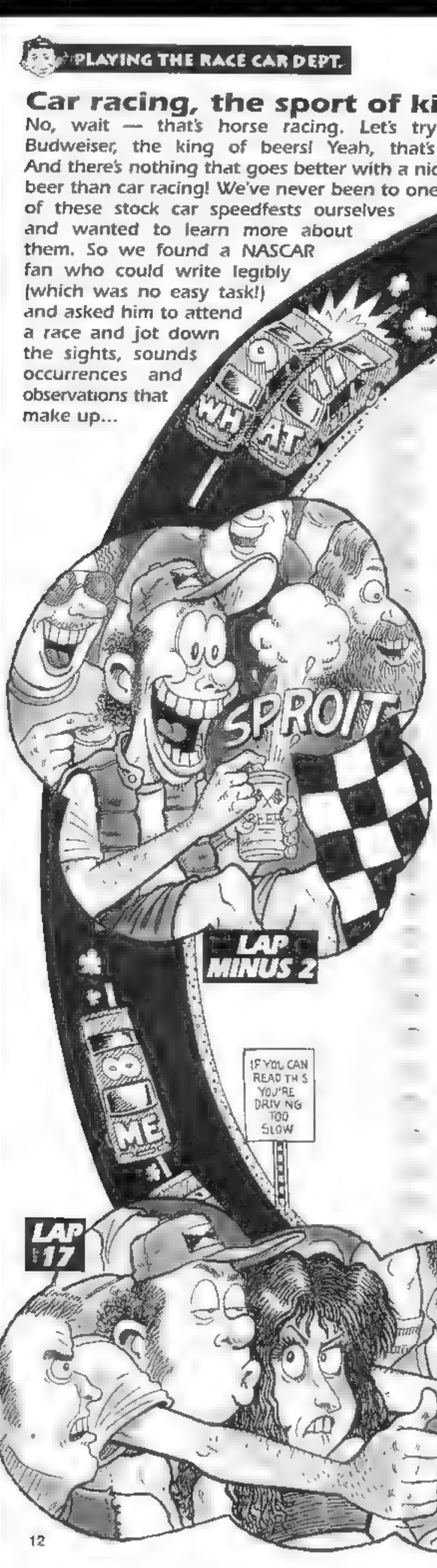
...counseled grieving classmates...

...rescuers watched helplessly...

...flesh-eating bacteria...

200 LAPS IN THE LIFE OF NASCAR

Car racing, the sport of kings! No, wait — that's horse racing. Let's try again. Budweiser, the king of beers! Yeah, that's better! And there's nothing that goes better with a nice cold beer than car racing! We've never been to one of these stock car speedfests ourselves and wanted to learn more about them. So we found a NASCAR fan who could write legibly (which was no easy task!) and asked him to attend a race and jot down the sights, sounds occurrences and observations that make up...



Lap Minus 10. Finally found my seat— a cold, hard, twelve-inch stretch of aluminum to plant my butt on for the next four hours. It's the best $70 I've ever spent!

Lap Minus 2: As I watch the drivers line up behind the pace car I pop open a nice cold beer. One brewski down, 11 to go!

Lap 0: They're off!

Lap 1: Hope for a crash.

Lap 5: Hope for a crash.

Lap 17: I tell the babe in front of me that "I can drive like that!"

Lap 18: Quickly look away when the babe's boyfriend comes back with $439 worth of Dale Earnhardt merchandise and a Confederate flag tattoo on his shoulder.

Lap 22: My eyes begin to swell and tear from the exhaust fumes and burning Rubber. COOL!!

Lap 24: Nuts! Down to four beers. Will need to make a run back to the car for the second cooler soon. Hope I remember where I parked.

Lap 30: Doze off, dreaming of a crash.

Lap 46: Wake up to the sound of 100,000 people "oohing" at a crash.

Lap 47: Can't see anything because everyone in front of me is standing.

Lap 48: Stand up and feel a little dizzy. Must have gotten up too fast. Better have another beer to level myself off.

OF A FAN

Lap 53: Hope for another crash.

Lap 61: Finish 11th beer and fall asleep.

Lap 77: Wake up just in time to catch the guy selling the #22 Official Jeff Gordon keychain. Got his last six!

Lap 82: Point out to the one black guy I saw there that he was the first black guy I saw there. He gave me the finger.

Lap 94: Wonder if the boneheads who sponsor racing teams realize the corporate logos they pay so much to plaster all over the cars can't be read when they're flying by at 200 mph.

Lap 100: Decide that it would be a good time to go to the can. Turns out 20,000 other people thought the same thing.

Lap 121: On the way back from the can, wonder how the hell the drivers can last for the whole race without going.

Lap 123: Remember the drivers aren't drinking. I always wondered why beer isn't allowed in the racing cars. Now I know. Good rule!

Lap 129: Try some of that chewing tobacco that they were giving away to the kids before the race. Not bad! Not bad at all!

Lap 134: Can't stop giggling uncontrollably after I see a pit crew member get hit by a runaway wheel.

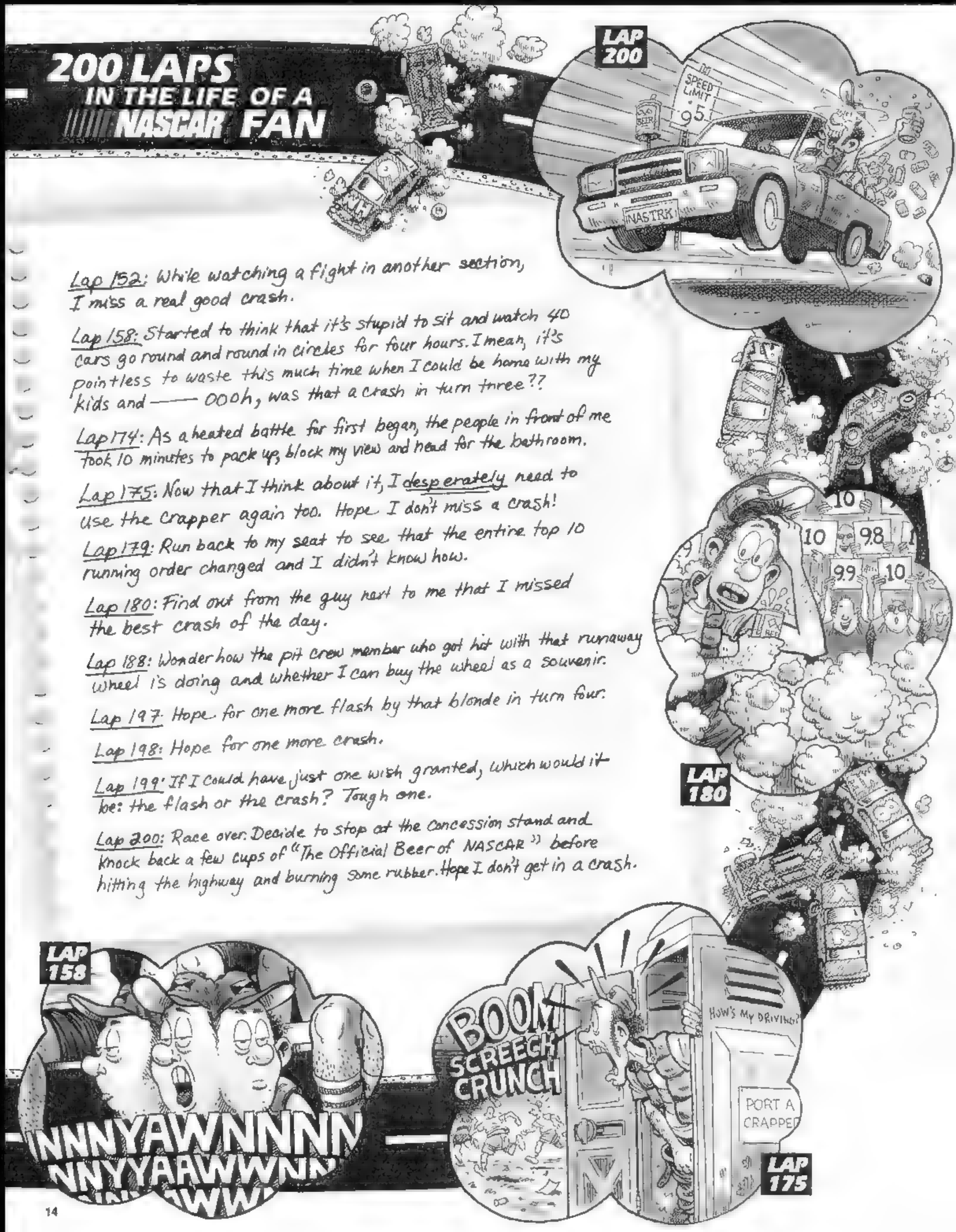
Lap 136: The guy next to me just told me to "Shut the @#$% up!!"

Lap 140: My eyes nearly pop out of my head when a blonde in turn four flashes her boobs.

Lap 141: Curse myself for not bringing my camcorder.

ARTIST: R.J. MATSON WRITER: BUTCH D'AMBROSIO

200 LAPS IN THE LIFE OF A NASCAR FAN



Lap 152: While watching a fight in another section, I miss a real good crash.

Lap 158: Started to think that it's stupid to sit and watch 40 cars go round and round in circles for four hours. I mean, it's pointless to waste this much time when I could be home with my kids and —— OOOh, was that a crash in turn three??

Lap 174: As a heated battle for first began, the people in front of me took 10 minutes to pack up, block my view and head for the bathroom.

Lap 175: Now that I think about it, I desperately need to use the crapper again too. Hope I don't miss a crash!

Lap 179: Run back to my seat to see that the entire top 10 running order changed and I didn't know how.

Lap 180: Find out from the guy next to me that I missed the best crash of the day.

Lap 188: Wonder how the pit crew member who got hit with that runaway wheel is doing and whether I can buy the wheel as a souvenir.

Lap 197: Hope for one more flash by that blonde in turn four.

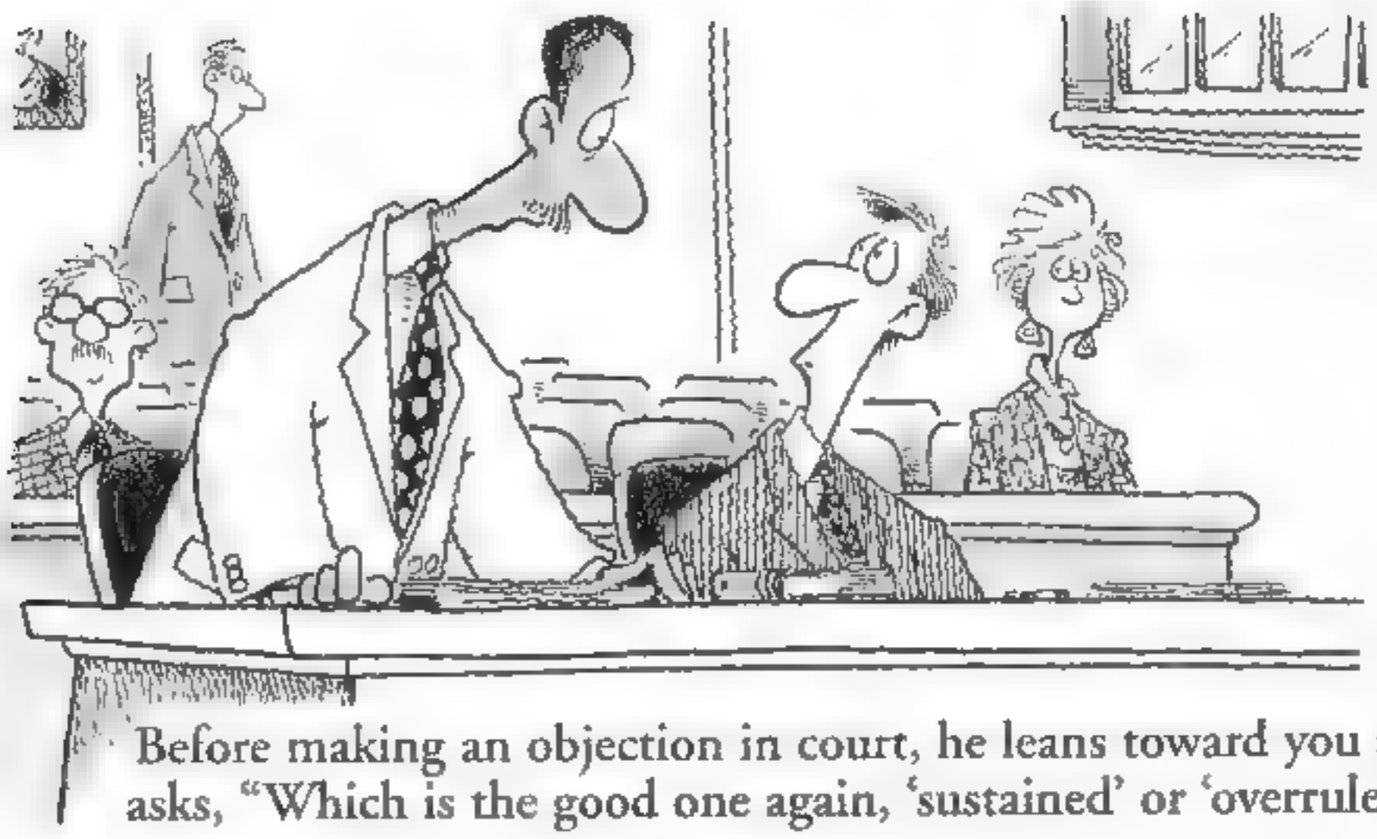
Lap 198: Hope for one more crash.

Lap 199: If I could have just one wish granted, which would it be: the flash or the crash? Tough one.

Lap 200: Race over. Decide to stop at the concession stand and knock back a few cups of "The Official Beer of NASCAR" before hitting the highway and burning some rubber. Hope I don't get in a crash.

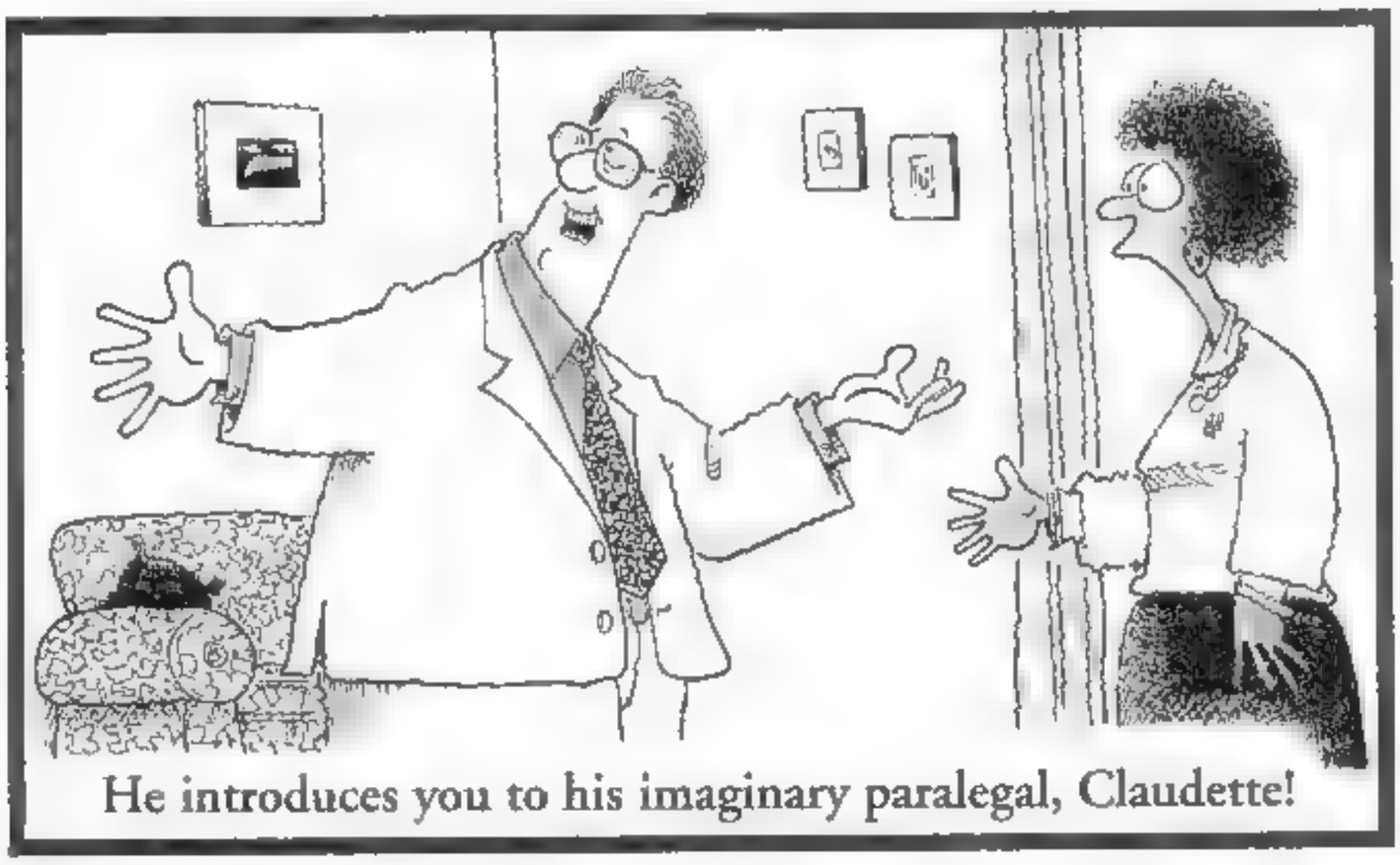
There are two kinds of lawyers, those who are bloodsucking, ambulance-chasing, slimy, bottom-feeding slugs, and those who are *incompetent* bloodsucking, ambulance-chasing, slimy bottom-feeding slugs! How to tell the difference is not always easy, as all of the following plaintiffs found out in our own little legal dissertation which we call...

SUREFIRE, NON-LITIGABLE SIGNS YOU'VE HIRED THE WRONG LAWYER



Before making an objection in court, he leans toward you and asks, "Which is the good one again, 'sustained' or 'overruled?'"

He keeps a tip jar on his desk!

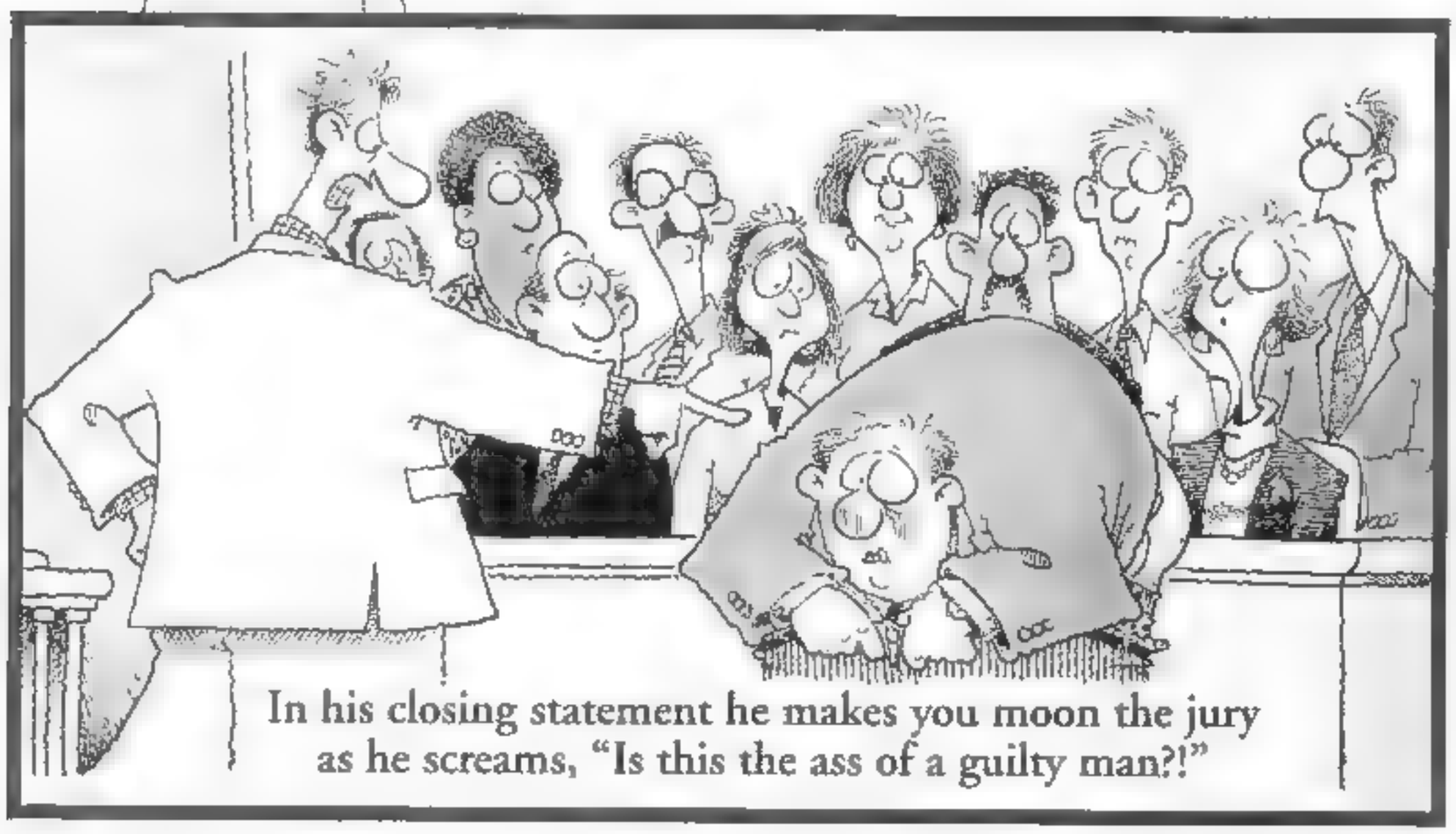


He introduces you to his imaginary paralegal, Claudette!

SUREFIRE, NON-LITIGABLE SIGNS YOU'VE HIRED THE

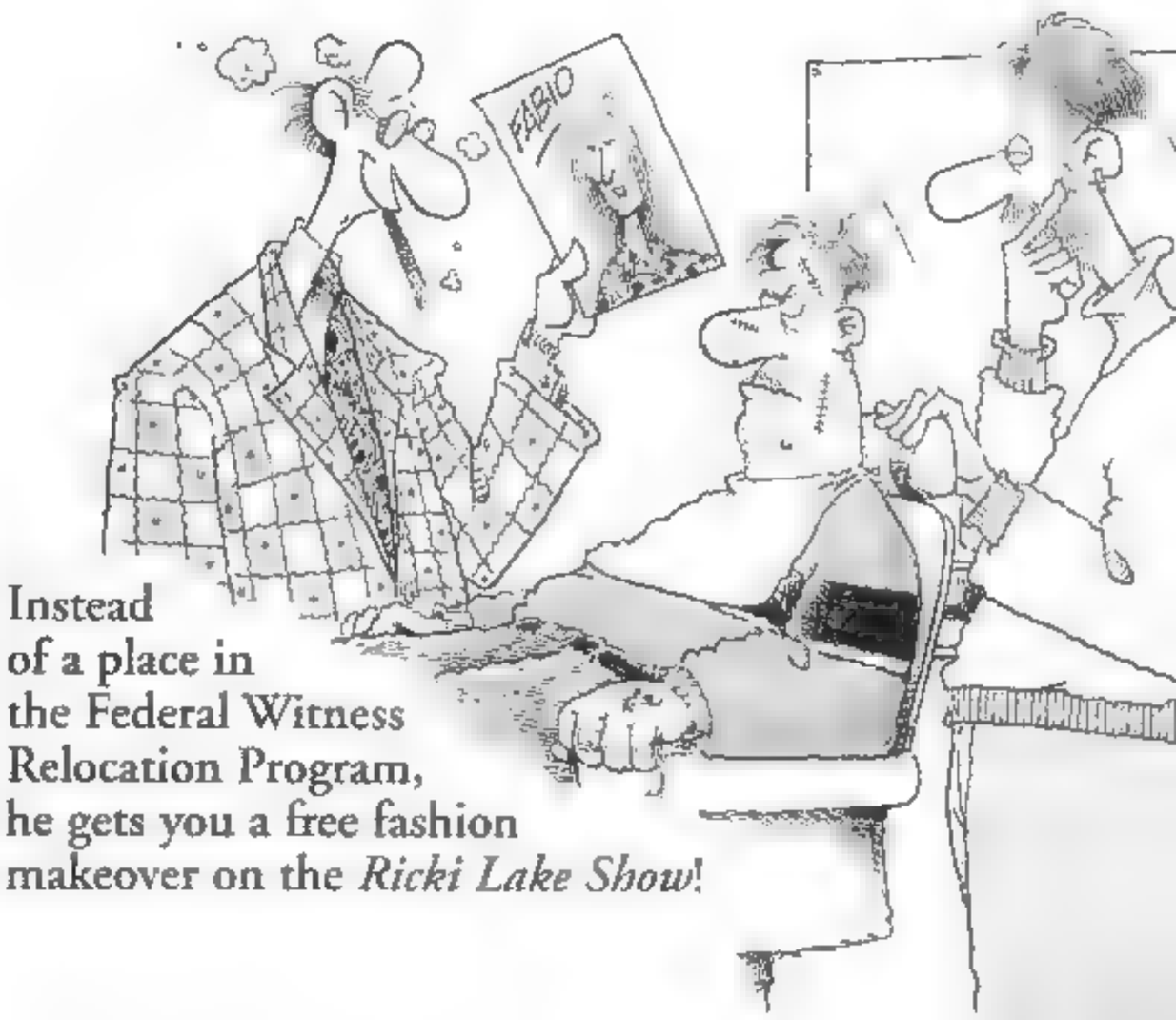
WRONG LAWYER

His waiting room is always inexplicably filled with injured rodeo clowns!



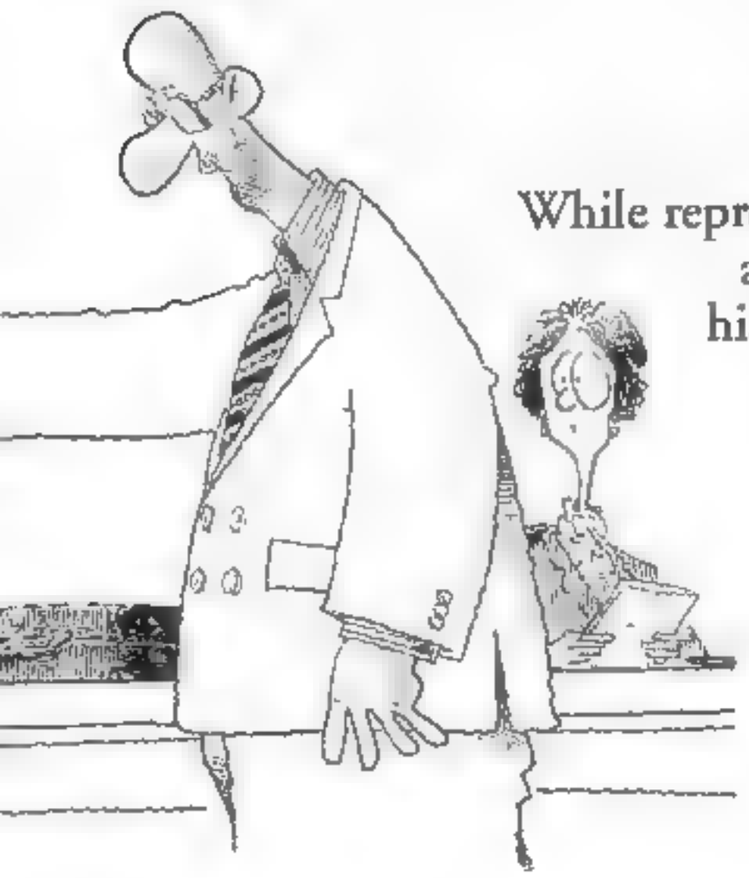
In his closing statement he makes you moon the jury as he screams, "Is this the ass of a guilty man?!"

He represents you in an unnecessary surgery malpractice suit and winds up settling out of court for custody of your appendix!



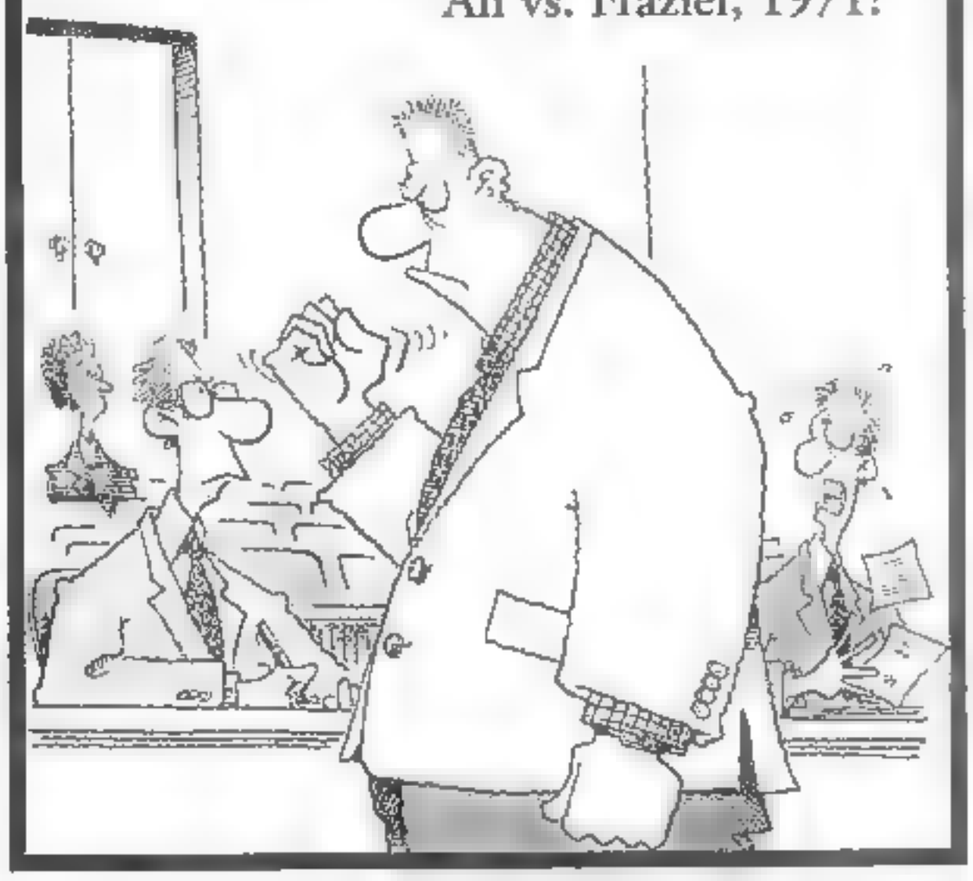
Instead of a place in the Federal Witness Relocation Program, he gets you a free fashion makeover on the *Ricki Lake Show*!

He does his entire summation in mime!



While representing you in a paternity suit, his entire defense centers on the "Getting You to Try on the Condom" tactic!

During court proceedings, the only legal precedent he ever brings up is "Ali vs. Frazier, 1971!"



He shows up at your real estate closing dressed as Vasco da Gama and hops onto the table screaming, "I claim this territory for Phil and Donna Bucholtz!"

SLIME TRAVEL DEPT.

Every U S President has had to deal with a variety of challenges and lead the country through many crises. Some have triumphed, others have failed. All of which got us to wondering - what if Bill Clinton had been Chief Executive in times past? Well, history buffs, wonder no more as MAD careens through the eons of time to present.

IF BILL CLI PRESIDENT T

ABRAHAM CLINTON –1865

PRESIDENT DENIES HIDING BEHIND FIRST LADY AT FORD'S THEATER

WASHINGTON – April 17. President Clinton today repudiated charges that he deliberately ducked behind First Lady Mary Todd Rodham Clinton to avoid being shot by John Wilkes Booth at Ford's Theater three days ago.

"It just didn't happen that way," Clinton told reporters. "When Booth shouted 'Sic semper tyrannis' I thought he said, 'It takes a village' and wanted to meet the author." (*It Takes a Village* is the title of the late First Lady's most recent, and apparently last, book.) "Rather than dwell on what happened, I think the First Lady's wishes would be to continue healing the nation's wounds after the Civil War through a series of tax cuts targeted to aid the middle class."

Clinton is also expected to use the fact that Booth used a flintlock pistol to press Congress for quick passage of the Brady Bill, a gun-control measure named for Civil War photographer Matthew Brady, who took countless photographs of military men holding flintlocks.

Clinton's explanation contradicted statements by several eyewitnesses, who said he intentionally used his wife as a shield when he saw Booth's gun. "They don't call him 'Dishonest Abe' for nothing," said one observer. The controversy has led to the appointment of a special prosecutor, Ezekiel Starr. Starr's Grand Jury is expected to hear testimony today from Vernon Jordan, a recently freed slave and the President's friend, who is expected to back the President's explanation of the events leading to the First Lady's shooting.

"With the first lady out of the way, Clinton's now a single man and can philander right out in the open," said a Washington insider. "Not that it made any difference before."

Despite the seriousness of the charges, Clinton's overall popularity remains astonishingly high. The latest poll shows that 81% of the people consider him an "excellent" President. No southern states were included in the poll, however.

President Clinton and late First lady Hoopy shown Friday at an informal press conference announcing the President's new hat. Just hours later, the tragic shooting occurred at Ford's Theater.

THOMAS JEFFERSON CLINTON - 1806

CLINTON DENIES INVOLVEMENT IN LOUISIANA-GATE SCANDAL

President Clinton visiting the controversial Louisiana Territory yesterday. He and Miss Gennifer Flowers, left, whom Clinton identified as his unpaid consultant, said they both had an interest in exploring the lay of the land.

WASHINGTON – May 30. President Clinton today claimed innocence regarding shady land dealings in the newly acquired Louisiana Territory. Despite the denials, special prosecutor Alexander Hamilton Starr vowed to carry on his investigation of White House involvement.

According to sources close to the probe, documents exist describing a deal between the President and explorers Meriwether Lewis McDougal and William Clark McDougal. The three men are accused of secretly acquiring thousands of acres of the choice wilderness recently purchased from France to be sold at a profit to independent land developers. The developers allegedly contributed $100,000 to a so-called "flush fund" used by Clinton to install experimental indoor plumbing in his Monticello mansion.

"This is just a land speculation deal that I lost money on," said Clinton. "Besides, I had nothing to do with it. My wife put this deal together." Investigators consider this statement highly suspect, as women aren't allowed to own real estate. Starr is also looking into a possible connection between the land deal and the recent mysterious dueling death of Vincent Foster, the First lady's law associate.

Despite the scandal, the President's popularity has reached an all-time high, the latest polls showing that 81% of the American people give him an "excellent" on-the-job rating.

NTON HAD BEEN HROUGH HISTORY

BENJAMIN HARRISON CLINTON 1890

After discussing the massacre at Wounded Knee today, President Clinton asks reporters to leave so he and an unnamed White House intern can review the Oval Office Log.

PRESIDENT HOLDS U.S. ARMY BLAMELESS AT WOUNDED KNEE MASSACRE IN SOUTH DAKOTA

Cites Faulty Peace Pipe Process

WASHINGTON – Dec 29. President Clinton refused to condemn the Army in the massacre killing of between 150 and 370 Indian men, women and children at Wounded Knee, South Dakota today.

"It's true that before troops opened fire, our generals smoked the peace pipe with tribal elders," he explained. "But under my order, none of our officers inhaled! This meant the Army wasn't required to follow any treaties, and they started shooting. Besides, our intelligence reports indicated the savages were manufacturing arrows, tomahawks and other weapons of mass destruction. It left us no alternative."

Many in Washington are critical of Clinton's ordering troops into action when he himself avoided serving in the cavalry by spending a year at Oxford University in England. Still, an unrepentant Clinton commented, "When I was elected, I pledged to end concern for the Indian's welfare as we know it, and I've fulfilled that promise. Now, our nation can get on with the business of building a bridge to the 20th century."

The public seems to be siding with the President, as recent polls indicate 81% of the population gives him an "excellent" rating as Commander-In-Chief. None of the polls were taken on Indian reservations.

FRANKLIN DELANO CLINTON – 1941

PRESIDENT SAYS SLOW RESPONSE TO PEARL HARBOR ATTACK HAS NOTHING TO DO WITH ASIAN CONTRIBUTIONS

WASH NGTON – Dec. 14 Addressing a joint session of Congress last night, President Clinton called for an all-out declaration to consider how to best respond to last week's unprovoked attack on Pearl Harbor by the Japanese, which resulted in the sinking of over 20 naval vessels and the deaths of approximately 3,000 American military personnel.

Critics immediately charged that the President's slow reaction is directly related to the millions of dollars of Asian campaign contributions he received during the last election.

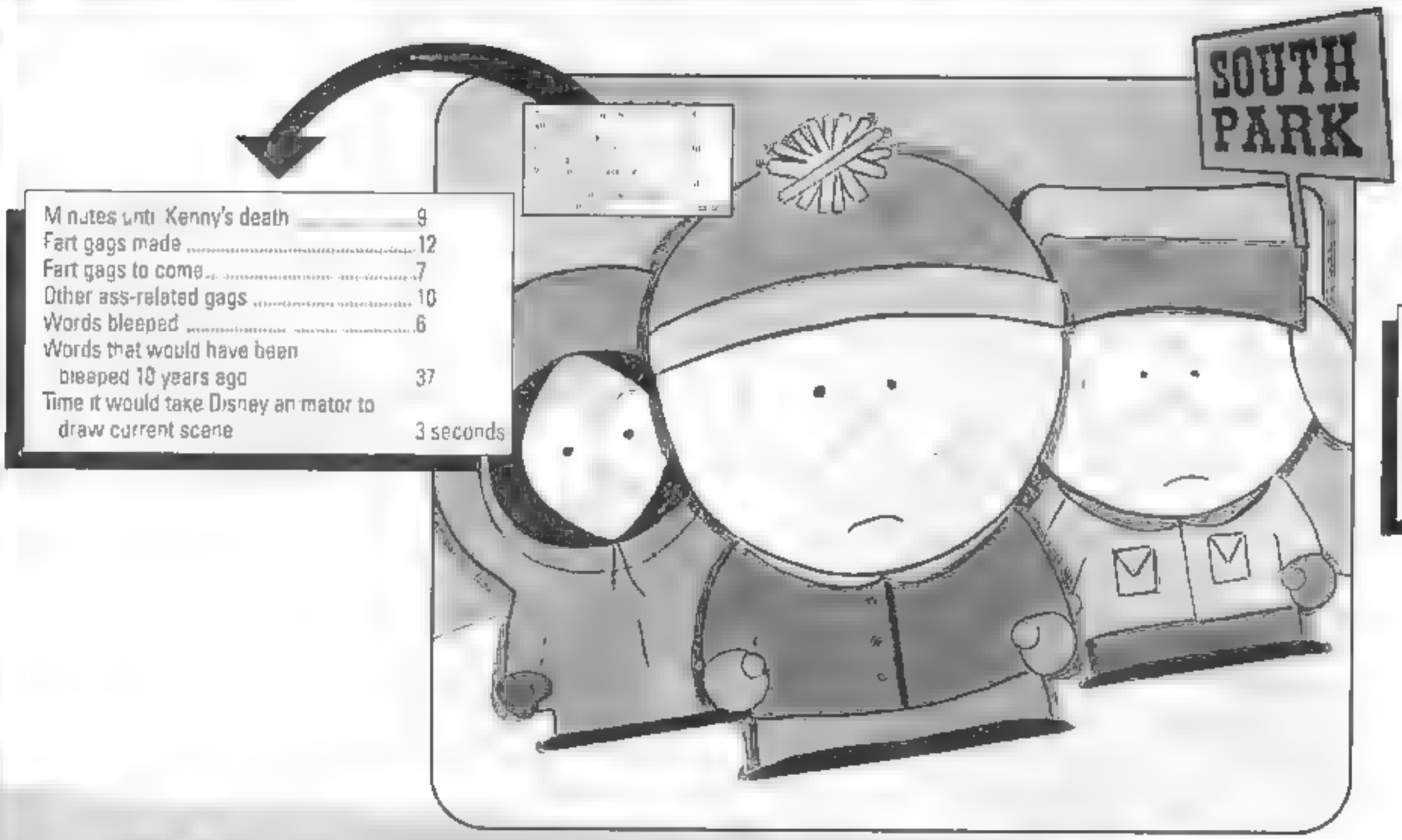
In referring to the attack, not the one on Pearl Harbor, but the one on his character, Clinton began his remarks to Congress with "December 7th, 1941 – A day which will live in infamy, because of baseless charges made against me as part of a vast right-wing conspiracy."

Clinton went on to say, "We have to learn the reasons why our respected Asian friends launched their sneak attack before we can respond appropriately, and to that end I have sent Vice President Gore to attend a Buddhist Temple fundraiser, er, fact-finding conference."

Despite the seeming lack of decisive leadership, President Clinton's popularity rating is still at an all-time high. The rating began rising when he adopted a puppy named Fala last month. Following the President's address to Congress, Freshman Kansas Senator Robert Dole was heard exclaiming, "Where's the outrage, where's the outrage?"

Following his remarks to Congress last night, President Clinton prepares to have a fireside chat with a member of his staff

PHOTO MANIPULATION: MARSHALL VANDRUFF WRITER: FRANK JACOBS



Minutes until Kenny's death	9
Fart gags made	12
Fart gags to come	7
Other ass-related gags	10
Words bleeped	6
Words that would have been bleeped 10 years ago	37
Time it would take Disney animator to draw current scene	3 seconds

White trash on set	4
White trash to come	7
Punches thrown	24
Punches landed	2
Punch efficiency	8%
Words bleeped out	57
Clichés in Jerry's final thoughts	12

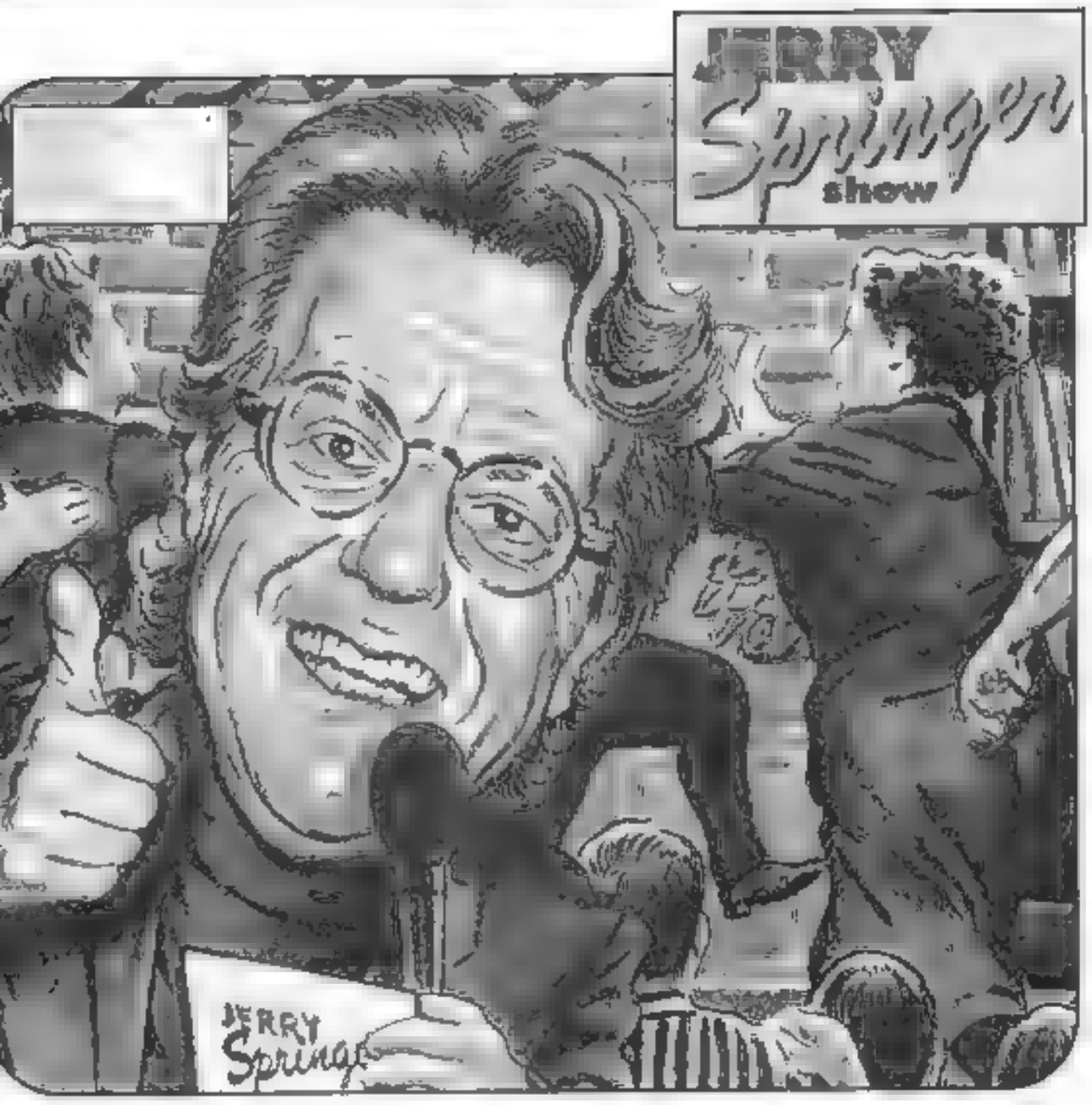
STATS ENTERTAINMENT DEPT.

One of the precious few good things to come out of the FOX network (besides Christina Applegate) has been the "FOX Box" — the little graphic displayed on the upper left hand corner of your TV screen during sporting events that details such information as the score, the time remaining and what down it is. Don't you wish all TV programs kept you that well-informed? No? Well, play along anyway as we present...

WHEN NON-SPORTS THE "FOX BOX"

Time till next Tom Cruise reference	46 seconds
Butts kissed	15
Consonants ignored	19
Streisand mentions	28
Pointless applause	102 decibels

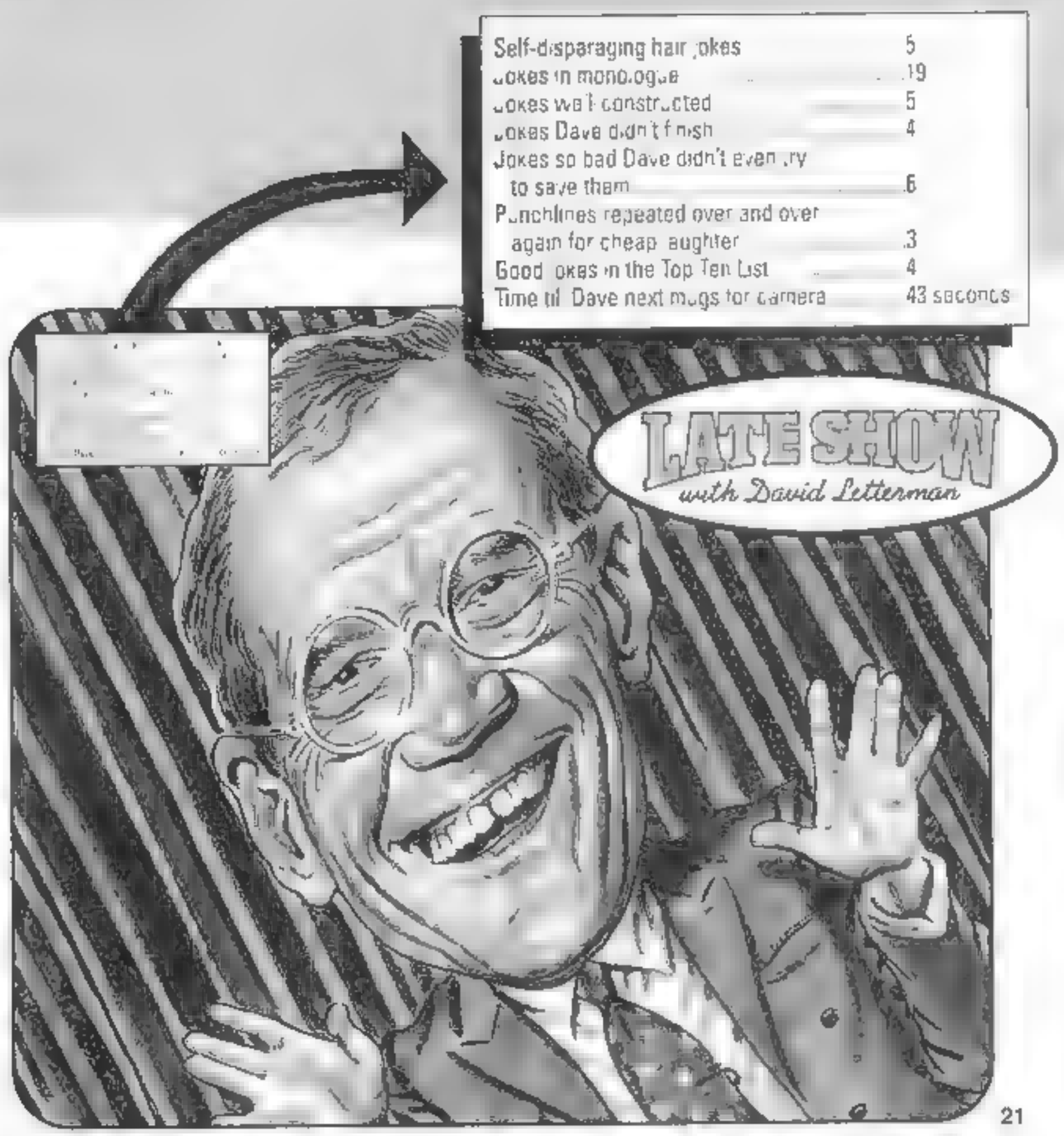
Minorities insulted for dramatic impact	6
Shots of partially exposed breasts	3
Inches away from seeing nipple	1.5"
Compound words using "ass"	12
Interrogation tactics that would have *Hard Copy* drooling	9
% of time Spowitz is pissed	62%
% of caffeine in cops' blood	81%



Pointless Ed Koch anecdotes to d 8
Average IQ of defendant... 68
Average IQ of plaintiff 81
% of people interviewed on street with valid insights 3%
% of people interviewed on street just mugging for camera 47%
THE PEOPLE'S COURT

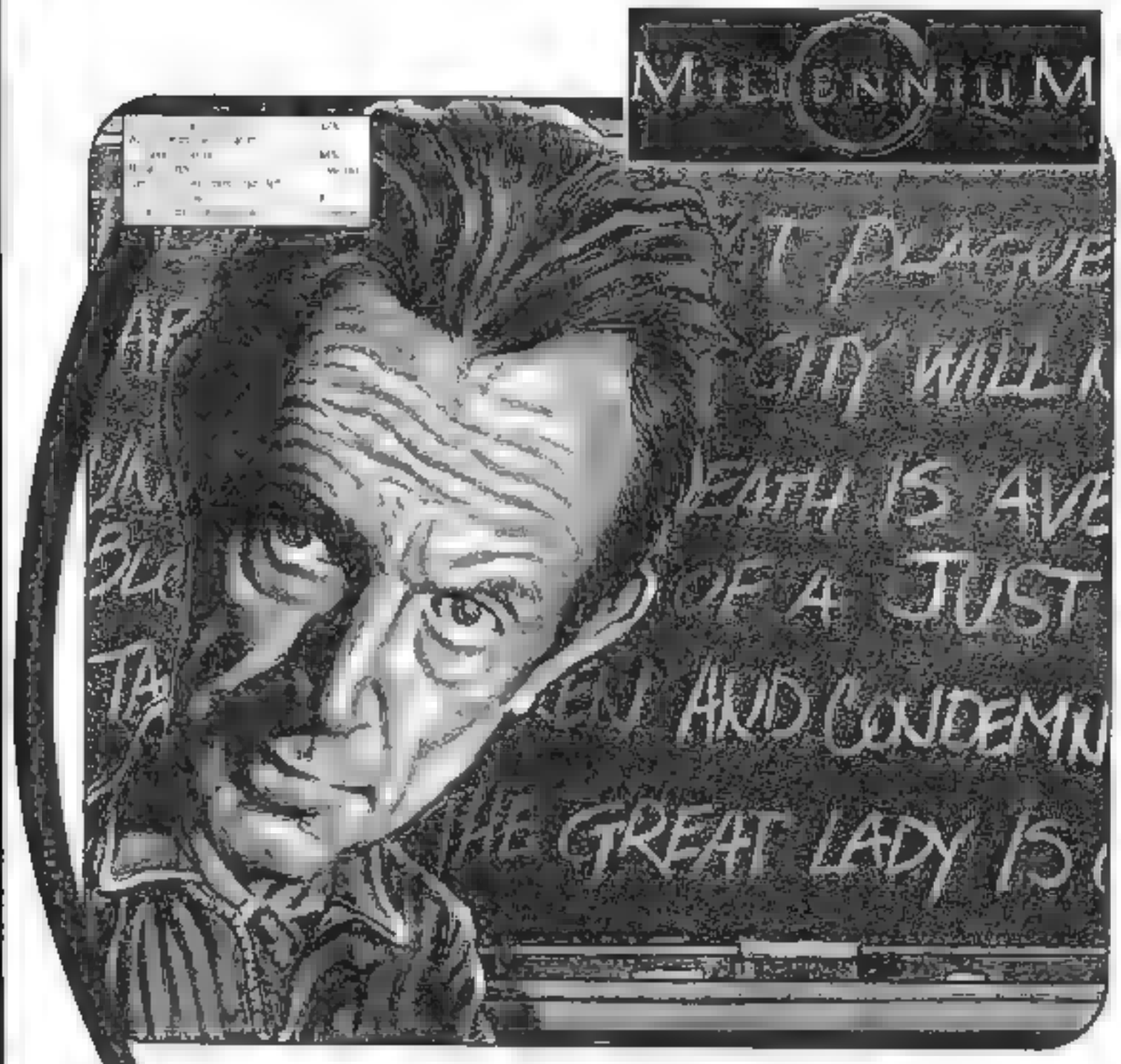
SHOWS USE CONCEPT

ARTIST: DREW FRIEDMAN
WRITER: ANDREW J. SCHWARTZBERG


Self-disparaging hair jokes 5
Jokes in monologue 19
Jokes well constructed 5
Jokes Dave didn't finish 4
Jokes so bad Dave didn't even try to save them 6
Punchlines repeated over and over again for cheap laughter 3
Good jokes in the Top Ten List 4
Time til Dave next mugs for camera 43 seconds
LATE SHOW
with David Letterman

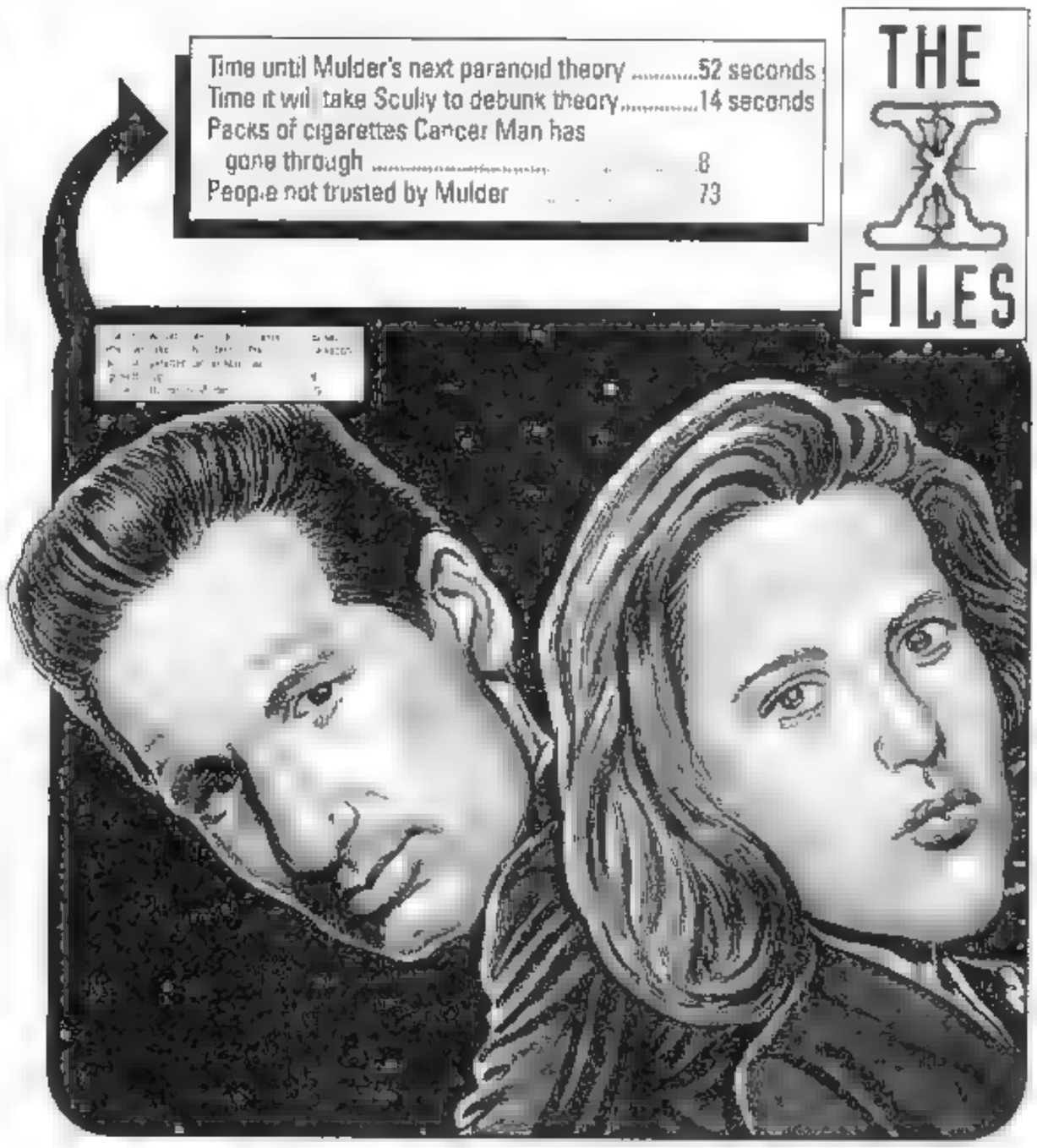
Lesbian references	6
Lesbian references to go	34
Euphemisms for lesbian	5
Reminders that Ellen is a lesbian	122
Non-gay issues explored	0

Length of time Dr. Drew waits to give real advice while Adam insults caller	23 minutes
Helpful tidbits from celebrity guest	0
Combined length of penises discussed	92 inches
People told to seek counseling	14
People who will seek counseling	0
Times Adam Carolla mentions how much he likes lesbians	8



Frank Black ambidexterity	43%
Audible statements that still make no sense	64%
Bible quotes	7 verses
Symbolic clues intentionally left by serial killer	5
Time till next confusing vision	3 minutes

Time until Mulder's next paranoid theory	52 seconds
Time it will take Scully to debunk theory	14 seconds
Packs of cigarettes Cancer Man has gone through	8
People not trusted by Mulder	73



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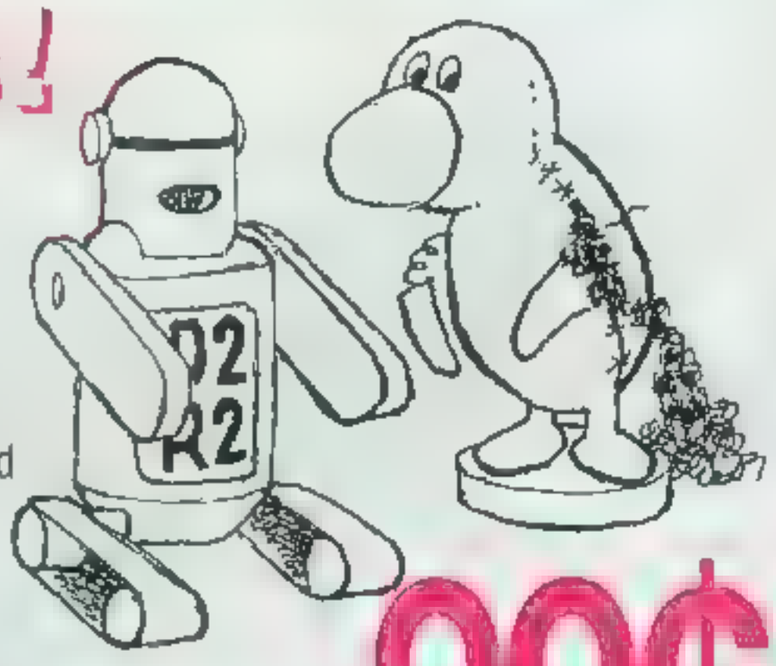
When It Comes To Kids, MERELY 99¢ IS YOUR CHOKING-HAZARD HEADQUARTERS!

Toys!

Visit Our Toy Aisle For The Latest In Cheap, Unlicensed Knockoffs Of The Toys Your Kids Really Want!!

Each Toy Guaranteed To Feature A Name, Instructions, Or Both, In Amusing Pidgin English Courtesy Of Chinese Manufacturers!



Your Choice **merely 99¢**

Slightly Irregular Women's Underpants

Root Through Our Large Selection Of Loose Underwear In Our Loose Underwear Bin!

Many Surprises! Too Many Holes! Not Enough Holes! Holes Where They Shouldn't Be!

Perfect For Ladies On A Tight Budget Or The Weekend Cross-Dresser

3 Pairs For **merely 99¢**

All-Natural Welcome Mats

Smells Just Like A Wet Dog!

2 for .....merely 99¢

Brittle Ice Trays

Withstands Temperatures As Low As 40 Degrees!

2 for .....merely 99¢

Calendars

1997 Calendar Accurate Again In 2003

1996 Calendar Accurate Again In 2036

Stock Up Now!

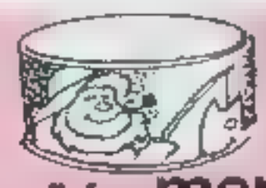
10 for.....merely 99¢

Mrs. George's Cat Food

6 Oz. Can .....5 for merely 99¢

Product of China

Mrs. George's Canned Tuna



6 Oz. Can .....5 for merely 99¢

Product of China

Ethereal 1/4-Ply Toilet Paper

4-Roll Pack.....merely 99¢

"Melts in your hand, not in the can!"

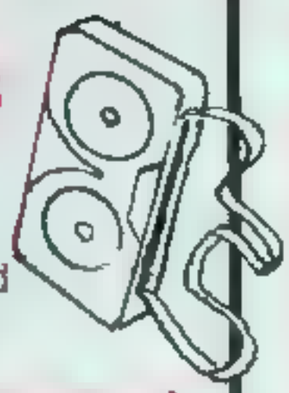
Toilet Bowl Brushettes

The Kind No One Has Used Since The 1960s • Wrapped In Bright, Multi-Colored Cellophane • Often Mistaken For Candy By Children • Highly Toxic

5 For merely 99¢

A MAD PARODY

Hiss Brand Audio Tapes



Naturally Enhances Recordings By Adding A Low Steady Buzz And Occasional Pops • Guaranteed To Be Attached To At Least One End Of The Spool

60 Minutes

Pack of 8 Tapes merely 99¢

Fizzy Carbonated Soda

Choose From Many Flavors Regular Stores Will Not Stock Due To Lack Of Sales **Grapefruit • Yam • Pine • Peanut Butter • Tapioca**

Unwieldy 3 Liter Bottles merely 99¢

WRITER: SCOTT MAIKO

ARTIST: BOB CLARKE

Merely 99¢

Where Dignity Takes A Vacation

Overruns Of Enormous Plastic Cups From Convenience Stores

Giving Them To Us To Sell Was Cheaper Than Paying Expensive Landfill Fees!

6 For.....merely 99¢

Seasonal Candy

Whatever The Occasion, We've Got Delicious Treats For The Holiday That Was Over Just Three Months Ago!

Your Choice **merely 99¢**

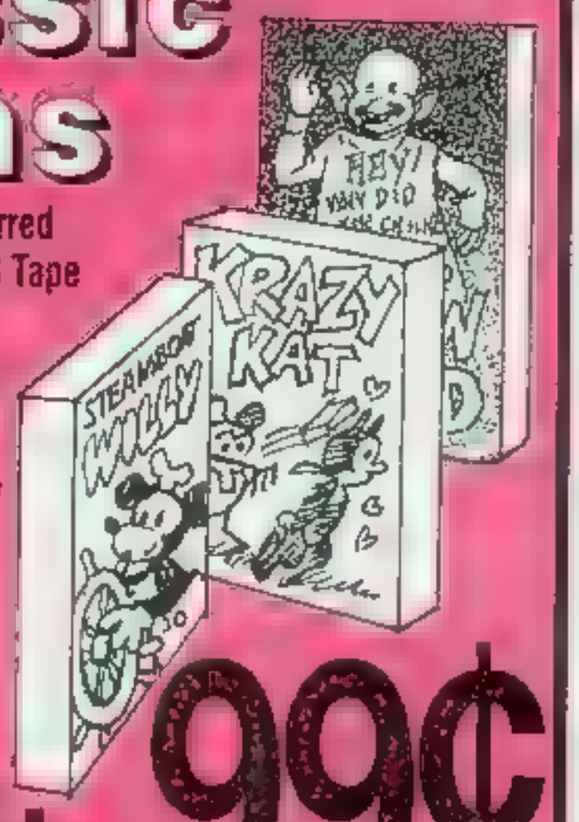
Eighth Generation Brand 60 Classic Cartoons

Over 6 Hours Of Ancient, Badly-Transferred Animated Cartoons On A Low-Grade VHS Tape

Not Considered Funny Or Interesting Since 1948, These Cartoons Fell Into Public Domain Due To Lack Of Interest From The Original Copyright Holders

The Same Cartoons Your Kids Can See Much Clearer On Any Number Of Local Television Stations If They Were At All Interested In Watching Them In The First Place

Poorly-Executed Box Art Barely Resembles The Characters On The Tape, Thus Releasing The Manufacturer From Copyright Infringements



Great Stocking Stuffers! **merely 99¢**

MERELY 99¢ *The Only Difference Is The Quality!* **MERELY 99¢** *Home Of The Open And Abandoned Box Of Cookies!* **MERELY 99¢**

Shabbily-Bound© Paint Brushes

No Need To Clean—
All The Bristles Are Gone Before You Finish Painting!

2 For merely 99¢

Misnomer Cling Wrap

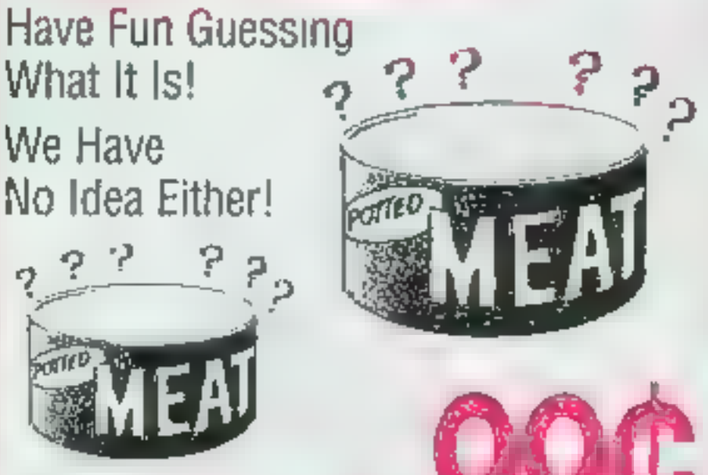
It Doesn't Cling To Anything!

2 Boxes For merely 99¢

Potted Meat Food Product

Have Fun Guessing What It Is!

We Have No Idea Either!



2 For merely 99¢

Handy Peel & Stick Hooks

Sturdy Adhesive Backing Remains Attached To Wall Or Refrigerator Long After Plastic Hook Portion Has Snapped Off!

3 Pack ..... merely 99¢

Jumbo Bottle Of Aspirin

Handy 1-Gallon Size

Ideal For Migraine Sufferers

30,000 Count ..... merely 99¢

Yes!

We Have Rows Of The Identical, Chintzy, Badly-Painted Ceramic Knickknacks You Love!

merely 99¢

Fashion Jewelry!

Earrings

Low-Grade Tin Sprayed With A Thin, Scratch-Off Lottery-Ticket-Type Gold Coating

Many Tawdry Styles To Choose From

May Cause Slight Infection In Some Users. If Gangrene Develops, Cut Off Affected Lobe(s), Cauterize Wound, And Discontinue Use.

2 Pairs For merely 99¢

Plastic Bowls

3 for .....merely 99¢

Retains Bowl-Like Shape At Temperatures Up To 85 Degrees

Perfect For Non-Liquid Food Items That Are Not Intended For Human Consumption

Where The Line Always Backs Up Into Our Already Over-Crowded, Narrow Aisles!

MERELY 99¢

Stretch That Sweatshop Paycheck Further

MERELY 99¢

Pok't Drum© Swabs

Now With Cotton Tips

3 Packages for ....merely 99¢

Preferred Over Rusty Shingle Nails And Shrimp Forks By Most Ear Doctors

Obsolete Spices

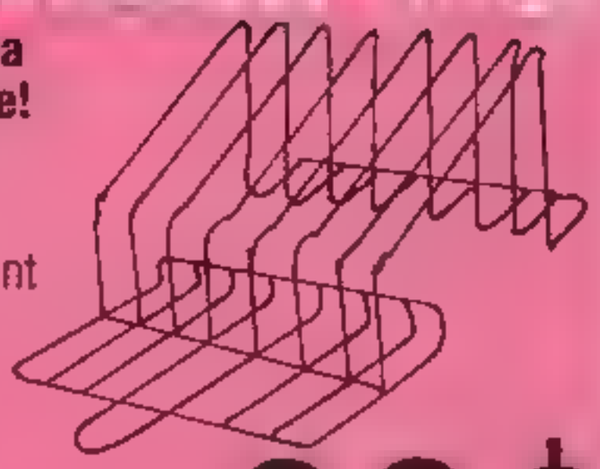
2 For ..... merely 99¢

Not Used In Any Known Recipe After 1958! Choose From Brisket Rub, Granulated Alum Or Adobo

Vinyl-Coated Wire Caddy-Thing

For Shower, Sink Or Any Area Prone To Excessive Moisture!

Flimsy Steel Wire, Covered With Thin, Uneven Vinyl Coating Guarantees Permanent Rust Stains On Everything It Comes In Contact With!



Vinyl-Coated Drying Rack Also Available! Ruin All Your Wool Sweaters, Too!

merely 99¢

Eyeglasses

Why Spend Hundreds Of Dollars Going To An Optometrist To Have A Potentially Dangerous Eye Condition Diagnosed And Remedied When You Can Buy A Dubious Quick-Fix For Under A Buck?

Many Made With Matching Left And Right Lenses!

merely 99¢

MEGA 99¢ MART

Now Even Paid Immigrants And Seniors Or Together To Fight Over The Last Box Of Generic Corn Flakes!

CHECK OUT THESE **SUPER SPECIALS!**

Musical Greeting Cards

In Scandinavian Or Yiddish!
Choose From 75th Anniversary, St. Swithins Day, Or Sympathy
Plays "Feliz Navidad"

2 For ..... merely 99¢

Photo Albums

The Kind That Ruin Your Photos!
Now With Stronger Glue That reacts In Even Worse Ways To The Chemicals In Your Prints, Making The Resulting Discolored Mess Even Harder To Remove From Its Pages!

3 For ..... merely 99¢

Vet's Friend® Pointy Rawhide

Choose From
- Splinters
- Spears
- Right Triangles

15 Pound Bag ..... merely 99¢

Party Supplies

All Featuring The Hottest Characters From 5 To 12 Years Ago!

Start Your Kids' Inevitably Nightmarish Birthday Party/Sobfest On The Right Foot By Making Them Look Like Out-Of-Touch Losers In Front Of Their Friends!

Selection Includes:
- Teenage Mutant Ninja Turtles
- Smurfs
- Trolls
- The Addams Family
- Steel
- Judge Dredd
- And Others!

Cups, Plates, Napkins, Tablecloths, Invitations

Your Choice ..... merely 99¢

Good Intentions® Biodegradable Garbage Bags

2 Boxes For ..... merely 99¢

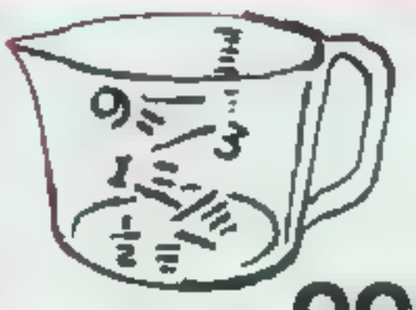
Choose From Light Duty Or Extra Light Duty! Disintegrates In Sunlight Or From The Light Of A 75-Watt Bulb!

Loose-Headed Hammers

Each ..... merely 99¢

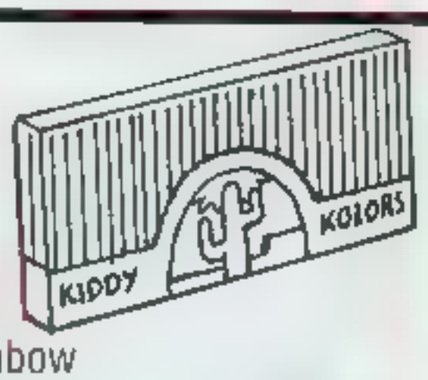
Sure To Fly Off And Injure A Bystander!

Inaccurate Plastic Measuring Cups With Smudged, Crooked Printing



2 for ..... merely 99¢

32-Piece Colored Marker Set



All The Colors Of The Rainbow In Various Stages Of Drying Out

..... merely 99¢

Men's Dry, Flaking Deodorant

Wads Itself Into Little Balls In Your Underarm Hair — Extra Strong Formula Fights Wetness While Making Your Armpits A Painful Red Mess

2 For ..... merely 99¢

Bargains Galore In Our Lukewarm Soda Case!

About-To-Expire Cold Cuts

Buy Your Refrigerated Food Needs From A Store Not Equipped To Carry Perishables —And Save!

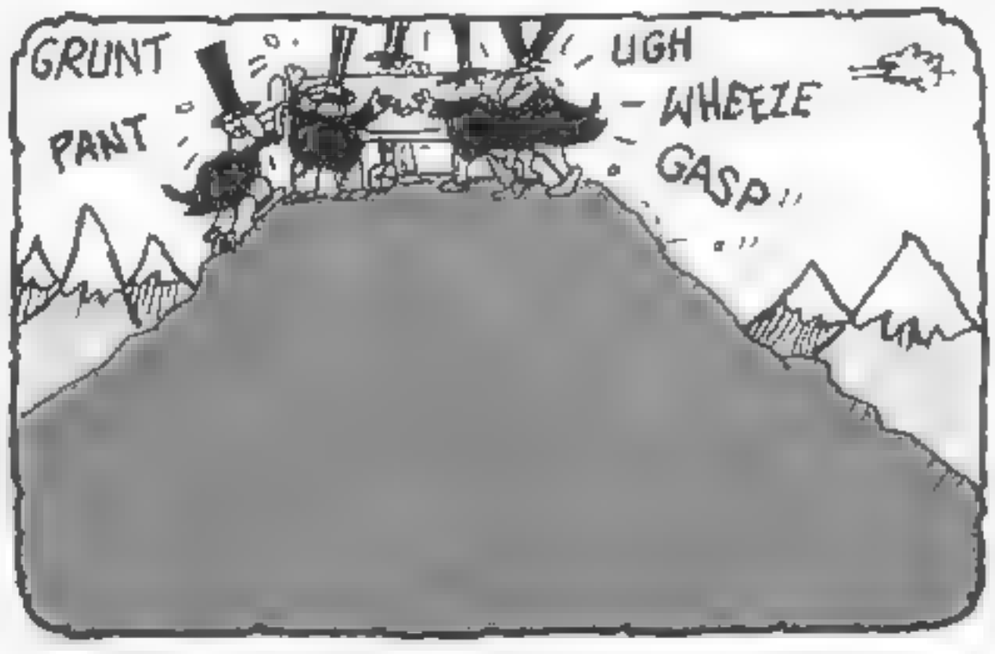
Choose From:
- Honey Ham With Jalapeño
- Turkey Breast with Jalapeño
- Bologna With Jalapeño
- Pastrami With Jalapeño,
- Chicken Breast With Salmonella

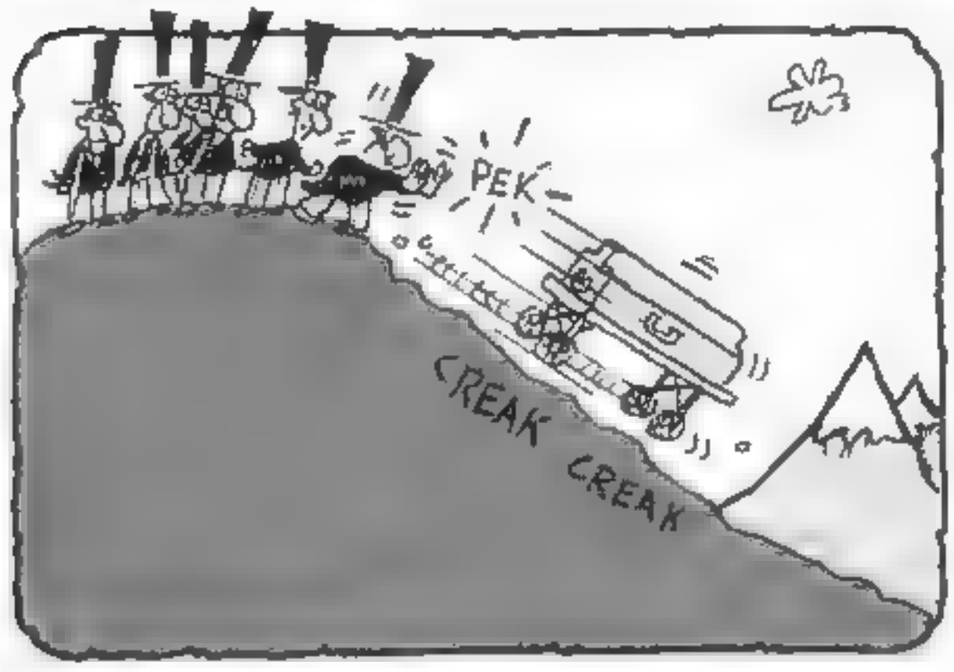
3 Packs For ..... merely 99¢

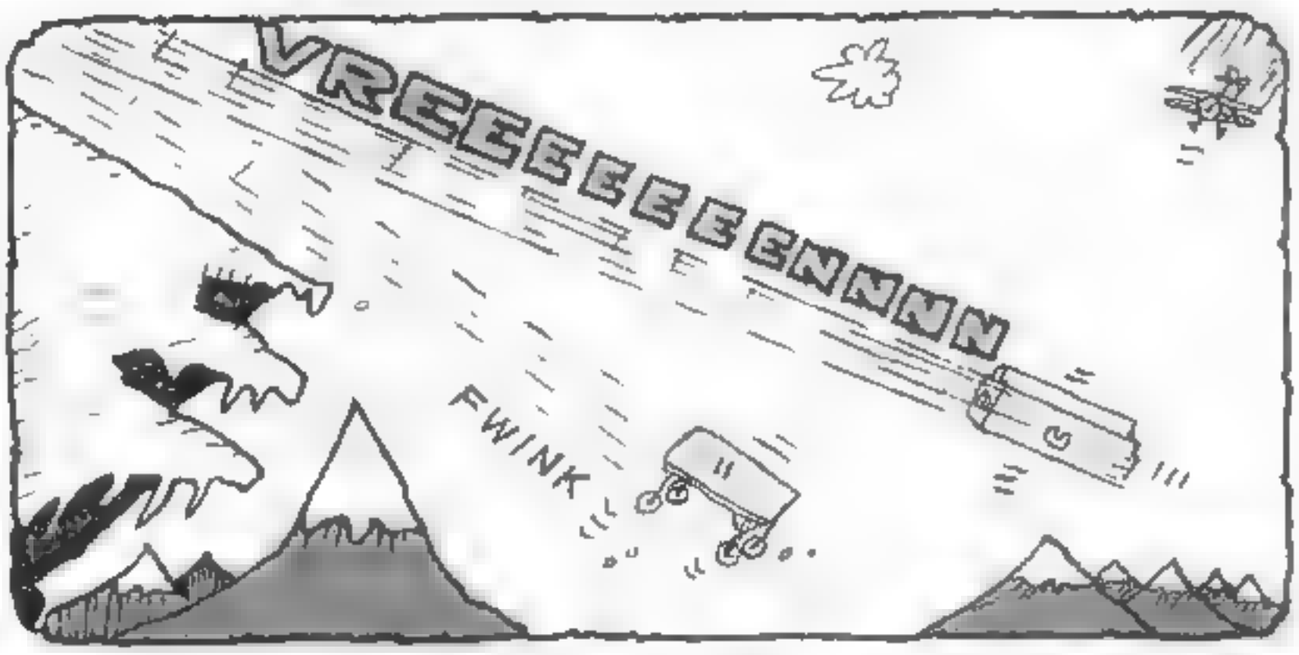
A MAD PARODY

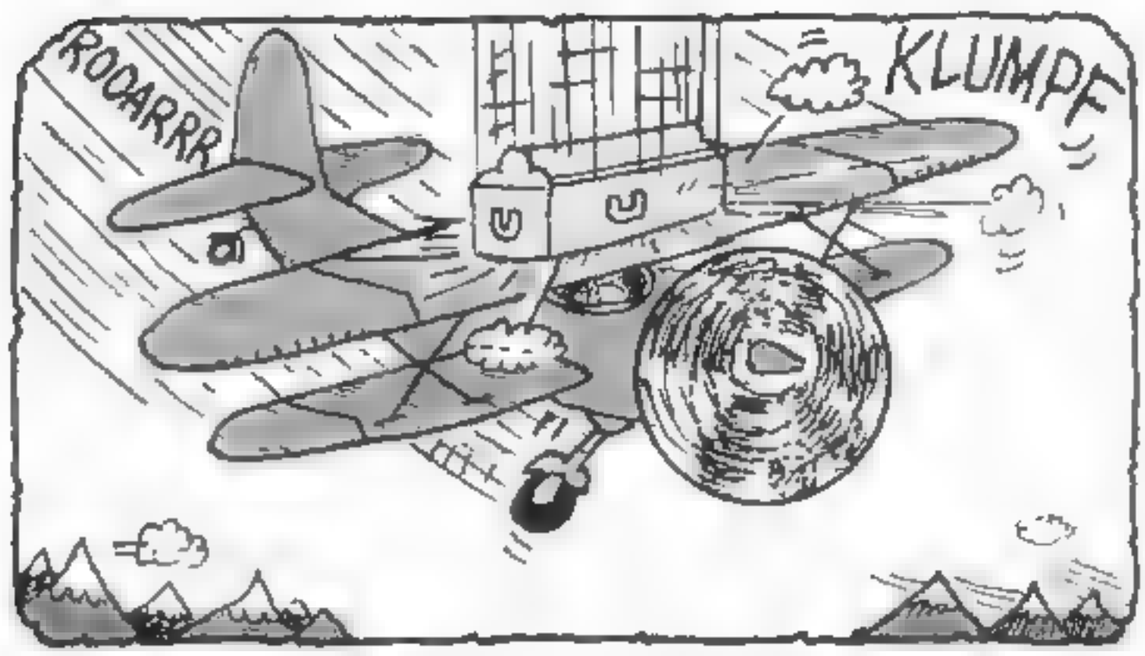
TALES FROM the DUCK SIDE

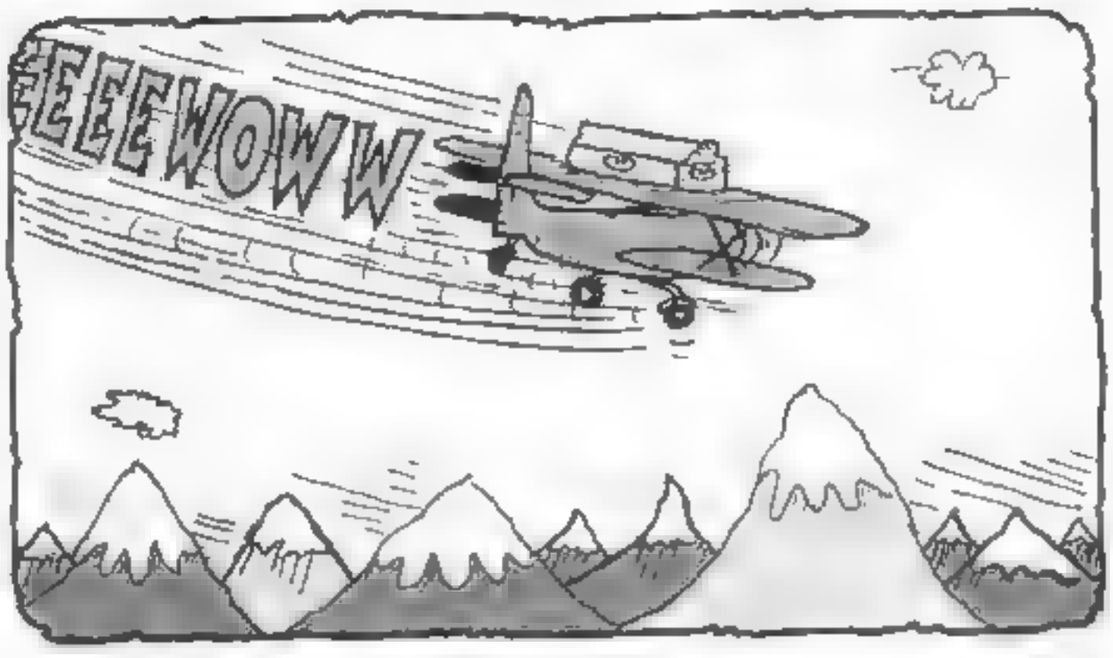
THE DAREDEVIL'S ADVOCATE

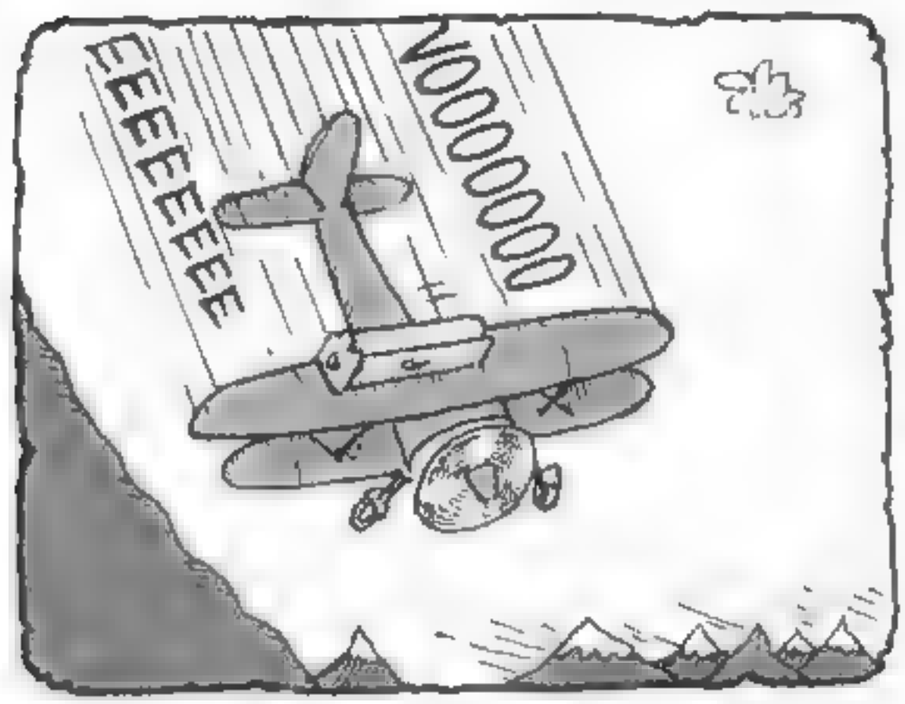


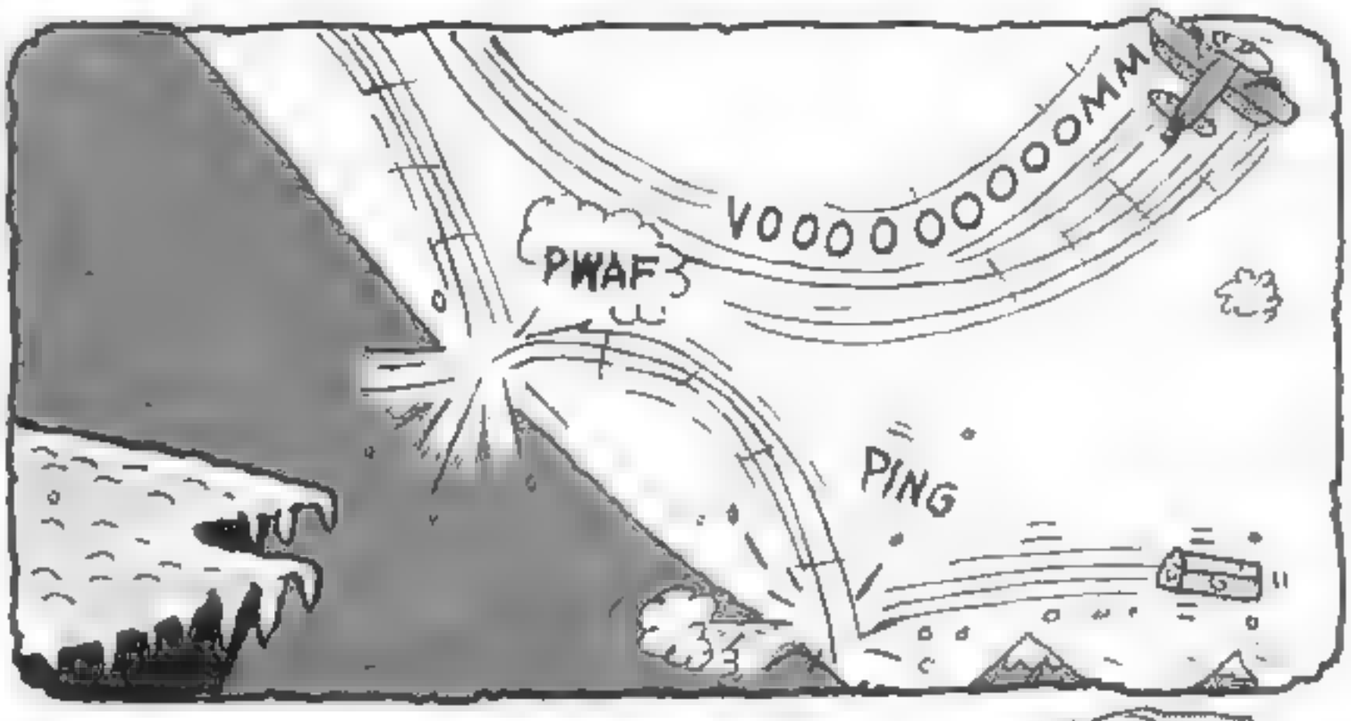












ARTIST AND WRITER. DUCK EDWING

POINK

FWOOOOONNGG

FFEWWWWEEE

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

SOCIOLOGY

ARTIST AND WRITER: DAVE BERG

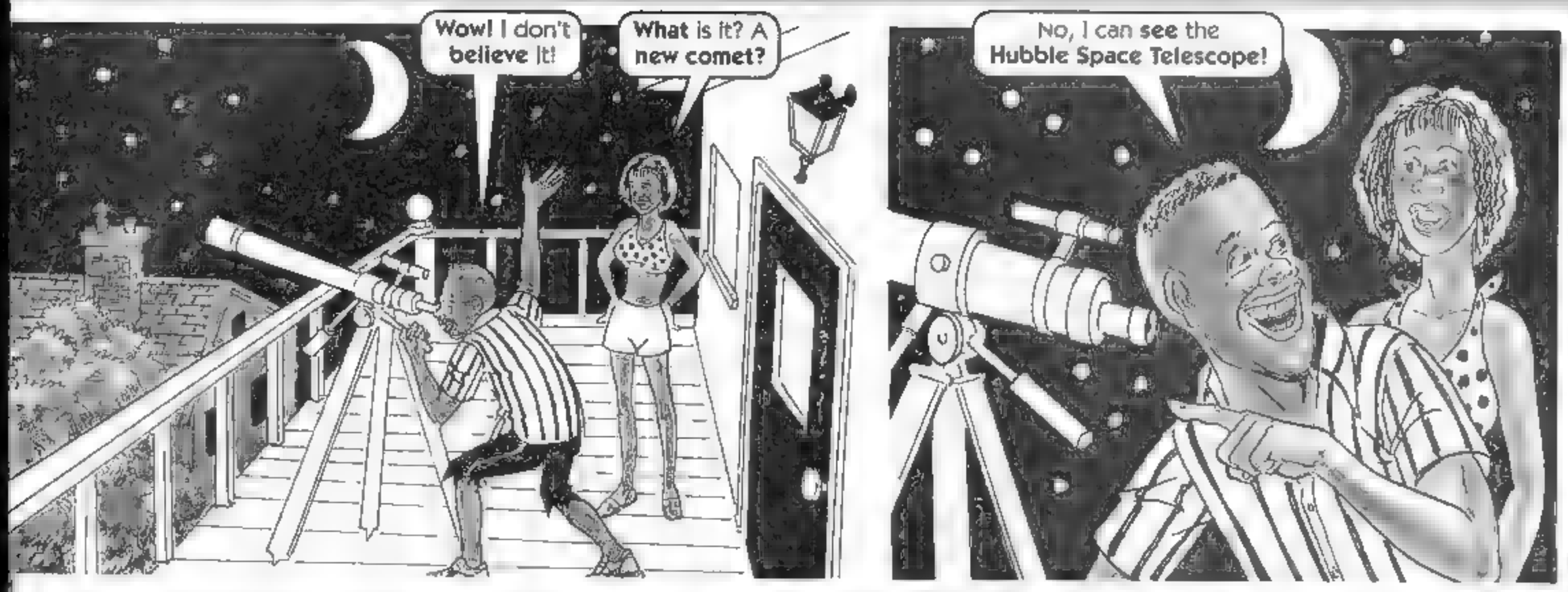
FAST FOOD

Daddy, I **can't read** the **menu sign!** Can you **tell me** what **it says?**
Super burger, barbecue burger, turkey burger, **fish sandwich, fish sticks,** chicken nuggets, roast beef club, **French fries, potato salad** and cole slaw!
Yes, sir! That'll be **$72.45!** Please **drive around** to the **pick-up window!**

ART

This show of Nozkowski's **three-dimensional abstract work** is **very impressive!** How much is **this one?**
Sorry, that's **not for sale!**
That's the **gallery's thermostat!**

ASTRONOMY

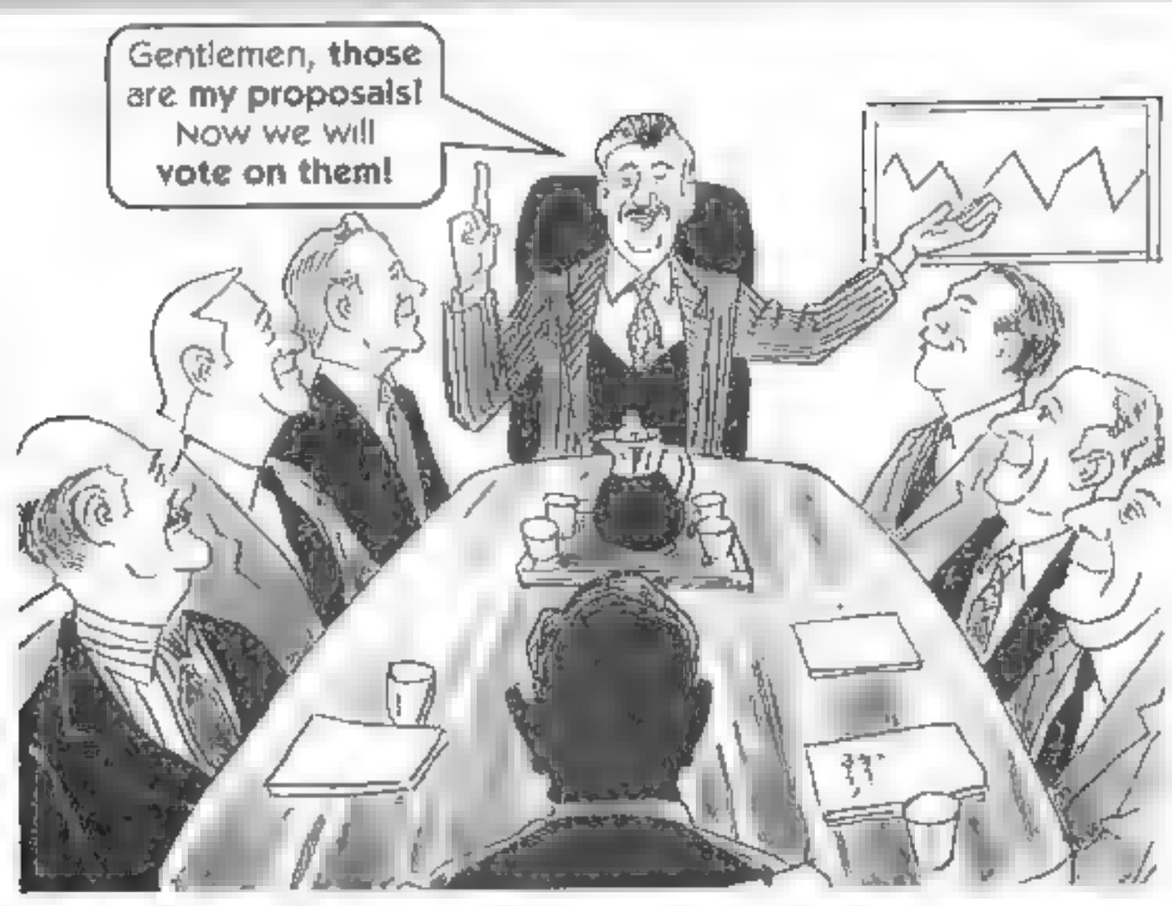


GUNS

THERAPY

SHOPPING

POWER



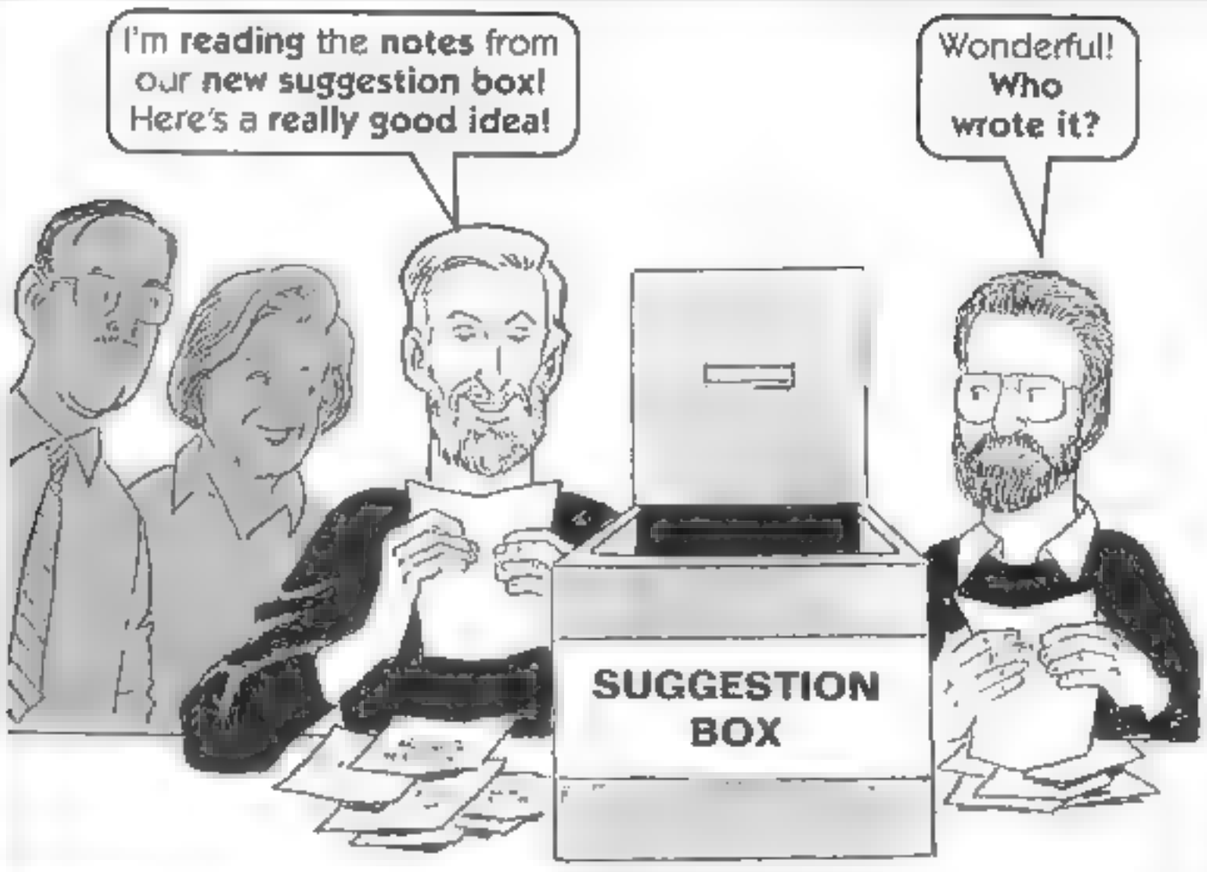
FASHION

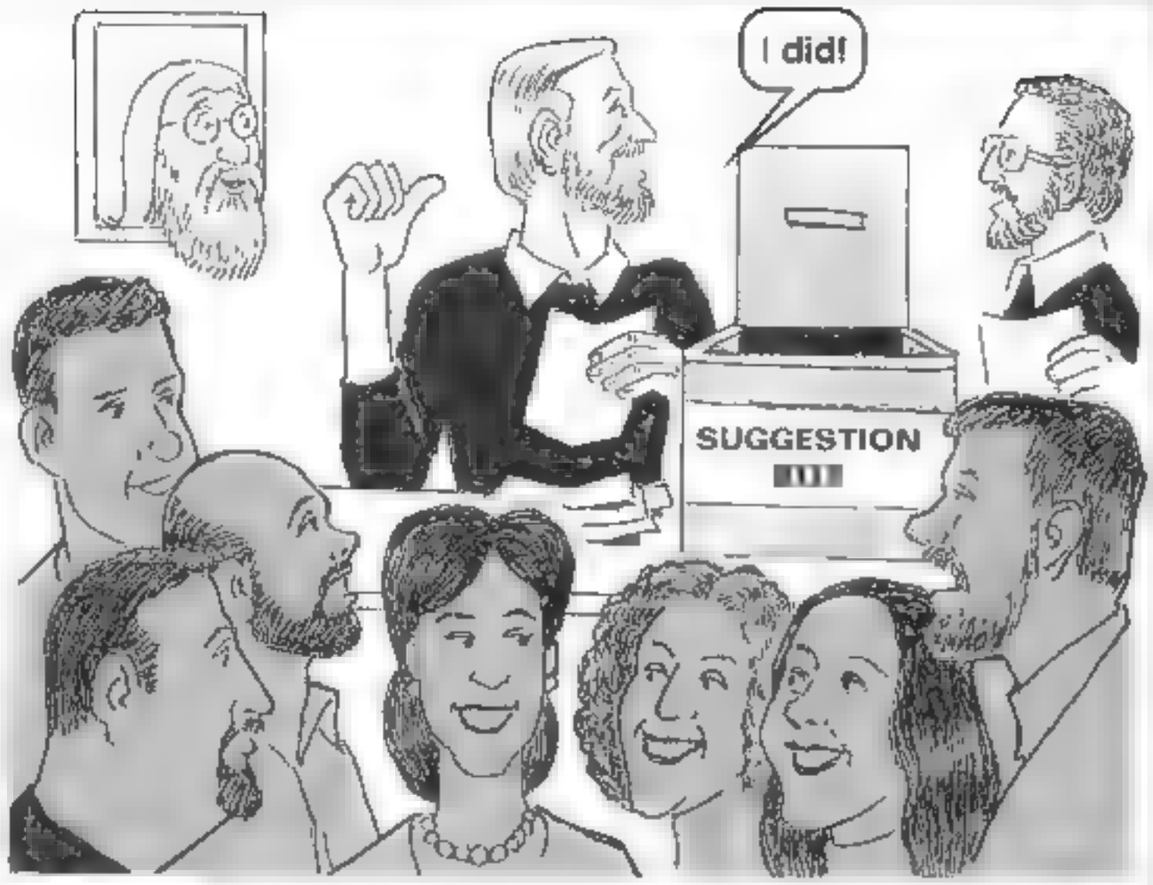
I'm afraid that dress is too small for you, Madam!
I can't understand why!
It's obvious they don't make size 12 as large as they used to!
MOOO

RELATIONSHIPS

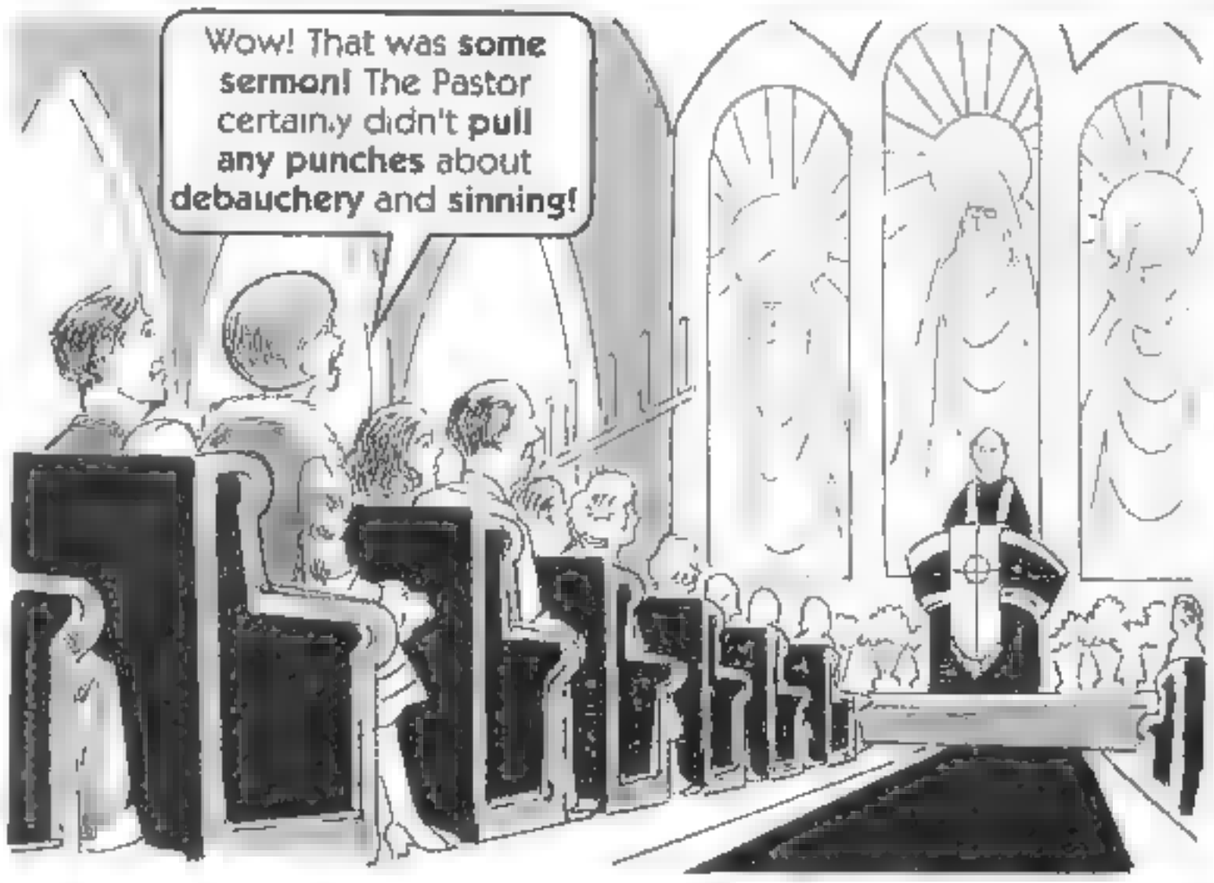
I finally met a guy who I can take seriously! We really have so much in common!
That sounds great! Where did you meet him?
At the jewelry store! We were buying the same earrings!

THE OFFICE

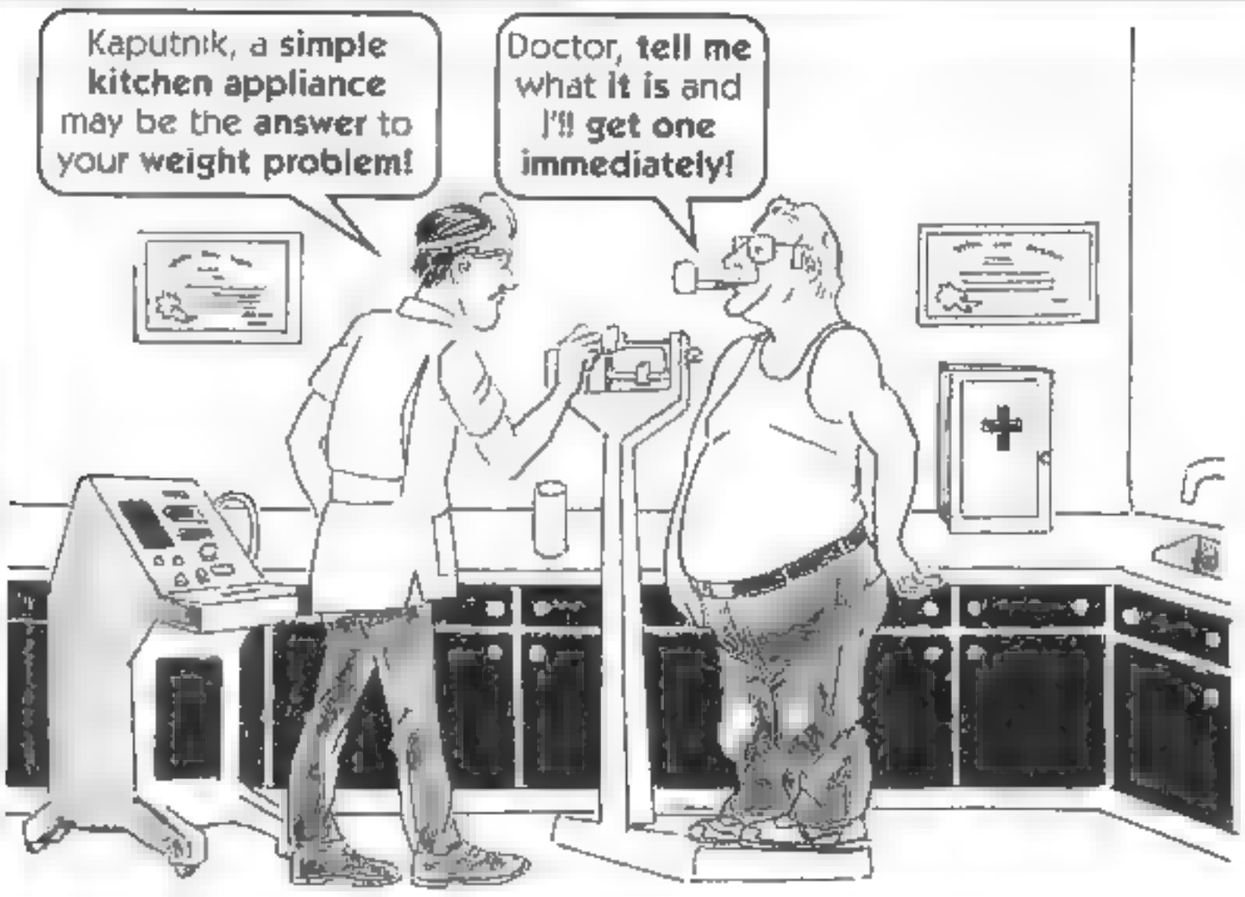




RELIGION



DOCTORS


Kaputnik, a simple kitchen appliance may be the answer to your weight problem!
Doctor, tell me what it is and I'll get one immediately!

ANGSTER'S PARADISE DEPT.

MONROE &...
THE SUMMER CAMP JOB

Ah, Summer! A time to kick back on the beach, sip a slurpee and let your brain atrophy. Unless you're our hero, because for him it's time for his first summer job!! Good old mom "pulled a few strings" and landed our boy a gig as a C.I.T. - Counselor in Training. Pack your bug repellent and off we go!

But I like my own room. I'm not real comfortable sleeping with a bunch of strange guys. I'm not like you, Mom.

NO DOUBT

Watch your mouth, Mr. Smartypants! Besides, it's about time you started earning some money to help out around the house. You think it's easy getting by on what your father sends us?

I put a salami in your bag in case you get hungry. Don't write too often!

CAMP BUS

Hi, I'm Monroe. I'll be one of your counselors this year.

I pee my pants on bus trips.

I'm going to sit over there now.

Hey, you must be Monroe. I'm Bret.

And I'm Gordon. We're going to be training you. But good!

CAMP CRIPPLED DEER
TO BUILD A MAN ✱ YOU MUST BREAK THE BOY.

Just listen to what we tell you. Keep them kids in line or you'll be spending the night in The Box.

Come on, Gordon. You're scaring him. Don't worry, the state doesn't let us use The Box anymore.

ARTIST: BILL WRAY WRITER: ANTHONY BARBIERI

What am I supposed to do?

Since a few of the parents' checks haven't cleared yet, you'll be catching fish for lunch.

Ugh! Look what I caught! What is it?

Look everyone! Your Sub-Scoutmaster Monroe caught you a yummy eel!!

I'll show you how to clean it!

MONROE! What is he doing with that poison sumac?!?

That's alright, squirt. You can sit out the hike.

Wow, I...I'm sorry, kid.

I'm gonna teach you how to burn off a tick.

AAAH! TICK!

Oooo, it's burrowed in nice and deep!

All ripened up with blood!

Can we take a nap now, mister?

Nap? Uh...let me check.

OH MAN!

GLAAARGH!

SLASH

Monroe, go get the little squirt cleaned up.

I made pukie.

Go ahead and wipe it off with some of those leaves, I guess.

Come here, Monroe. NEVER APOLOGIZE TO THEM! They sense weakness and you're DEAD!

huff...huff...pant

You're all probably wondering why Gordon is lighting a cigarette.

I don't smoke 'em. But I still use 'em. Come here, Injin' Monroe...

A nap?!? No way! It's arts and crafts time!

SSSSS POP!

Just stick those little hands in that wet plaster and mama's getting a new ashtray.

Watch 'em, Monroe. We're going to take a break.

AAAA! We're stuck, mister!!

ZZZzzz... Huh?

WACK! WACK! CRACK!

I told you not to move and it wouldn't hurt!

OWWW!! My daddy's a lawyer! He's gonna sue you!

Don't sweat it, Monroe. Hell, they'll all tell you that by the end of the summer.

Now how about helping us dish out this eel stew.

After you get through with those dishes you can help the kids set up their tents. And oh, by the way, we found a salami when we were goin' through your stuff so we ate it. Thanks.

Man, what's that smell?

An old she-bear marked 'em a few weeks back. You'll get used to it. G'night.

SNIFF SNIFF SNIFF SNIFF

This is bad!

PANT PANT

Where you headin', Monroe?

I'm outta here! And you can't make me stay!

That's a shame. The C.I.T. is usually the one who chaperones the dance over at Camp Sakajewia -- the GIRLS' camp!

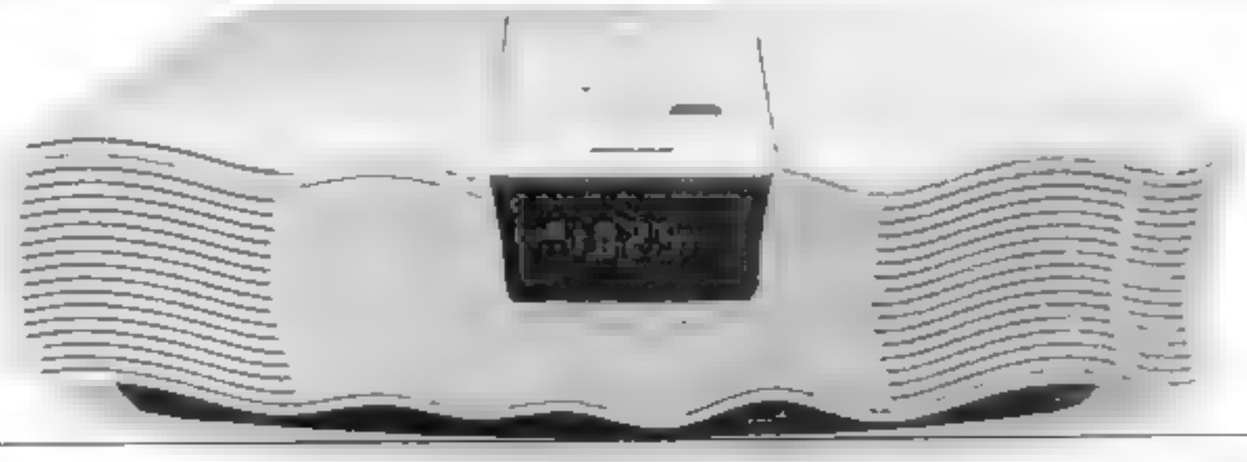
gulp ...Girls' camp?

You do like girls, don't you, Monroe?

WINK WINK

NUDGE NUDGE

To Be Continued...



Hear The Radio That Woke Up An Entire Industry*

*Is it the fact that there are idiots out there willing to spend hundreds of dollars just for a radio!

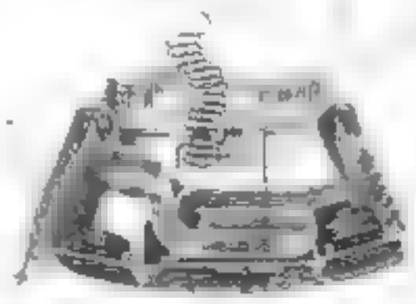
Popular Audio wrote that it is "a sonic masterpiece." *Radio Magazine* wrote that it is "simply amazing...a genuine breakthrough in sound quality!" And *High Fidelity* wrote, "Sorry, but you'll have to take thousands of dollars in advertising in *our* magazine like you did in *Popular Audio* and *Radio Magazine* before we'll write hyped-up copy about how great your radio is." What radio are they all talking about? The Boose® Wavy radio

Half A Million People Already Own The Boose® Wavy Radio.

In just over three years, the Wavy radio has changed the way half a million people listen to music — people like Stanley Karpinski of Staten Island, NY, who said, "It's changed the way I listen to music. I stopped listening to CDs and audiocassettes! I had to! The Wavy won't play them. It's just a damn radio!"

Our Exclusive, Award-Winning Design

The secret to the Wavy radio's remarkable success lies in an exclusive, award-winning design. Our experts spent countless hours designing sleek, elegant ads for the Wavy radio, resulting in a remarkably successful ad campaign that has won numerous awards for its design. The actual design of the radio itself



Open up a Wavy radio and you'll see our exclusive dual-helix waveguide speaker technology. You'll also immediately void our 30-day money back guarantee

was a piece of cake, using the same technology found in a $9 K-Mart clock radio. The Wavy radio measures just 4 1/2" x 14" x 8 1/4" x 10"x 22 1/8" x 9" It comes with a credit card-sized remote control that will easily slip between the tightest of sofa cushions never to be seen again, six AM/FM pre-set buttons that have been permanently set at the factory to our favorite stations for your convenience, and dual alarms which can be heard up to five miles away. Is it any wonder that people who weren't smart enough to buy a stereo system with a CD player, AM/FM radio, dual cassette deck, graphic equalizer and detachable speakers (for half the price that our product costs) are now stuck using the Boose® Wavy as their primary stereo system?

This miniature remote control was lost forever right after this photo was taken

Even Our In-Home Trial Sounds Great.

Order a Wavy radio today and take advantage of our risk-free, in-home trial. If after 30 days, you aren't convinced that this is the best sounding radio you've ever heard, simply return the radio to us in its original unopened carton for a full refund. No questions asked! That's right! You have our 100% guarantee that our in-home trial sounds great, providing you don't go back and reread this last paragraph for finely-crafted legal loopholes

Call Today And Make Six Interest-Free Payments.

The Wavy radio is available for $349 direct from Boose®, one of the leading names in high fidelity equipment manufacturers when listed alphabetically And now our six-month installment payment plan lets you make six monthly payments interest free when you agree to our exclusive seventh payment of all interest! Call today and hear more about the product that has consumer groups and state attorneys general talking

CALL BY NOVEMBER 1, 1998
and get unexpected shock
FREE SHIPPING
and why we don't offer it!

Call 1-800-Bamboozled Ext. R2D2

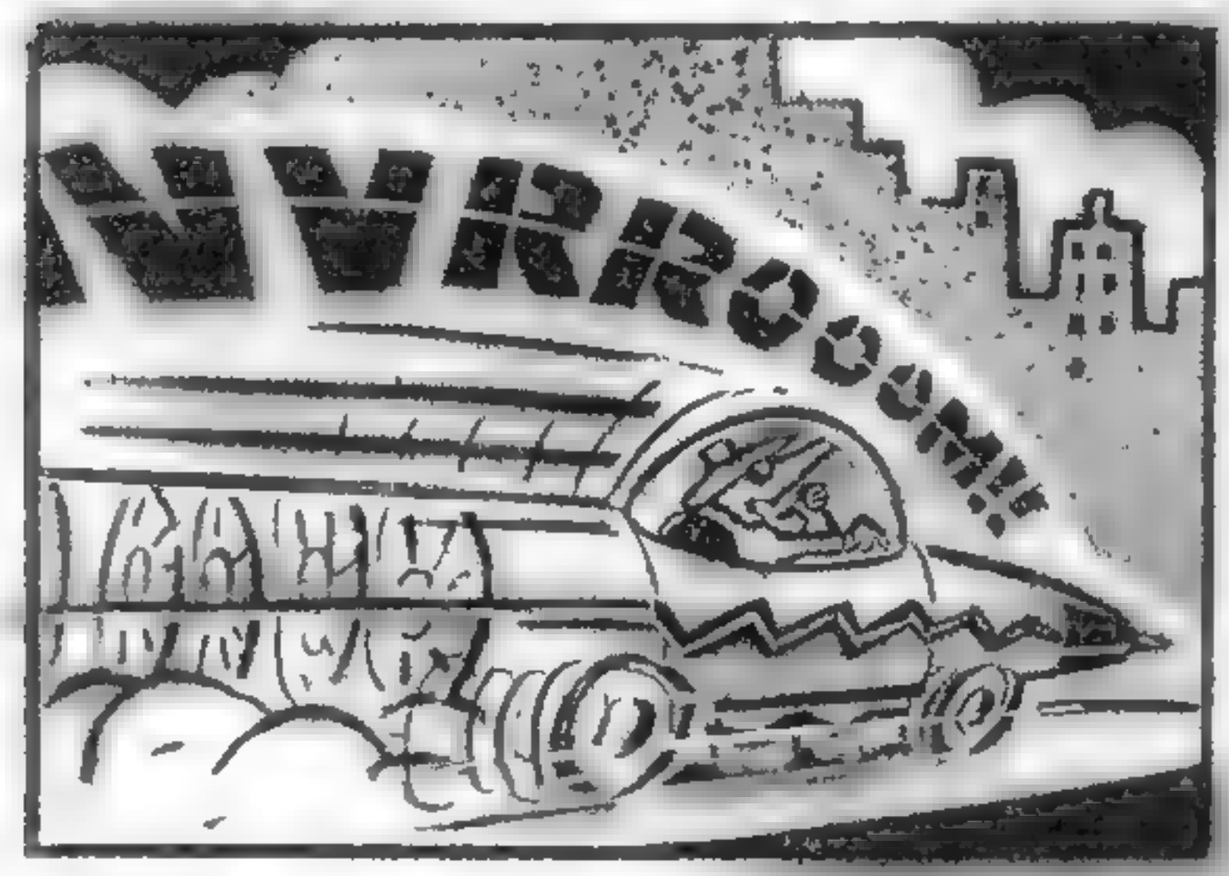
Please specify your color choice:
Barry White ☐ Earl Gray

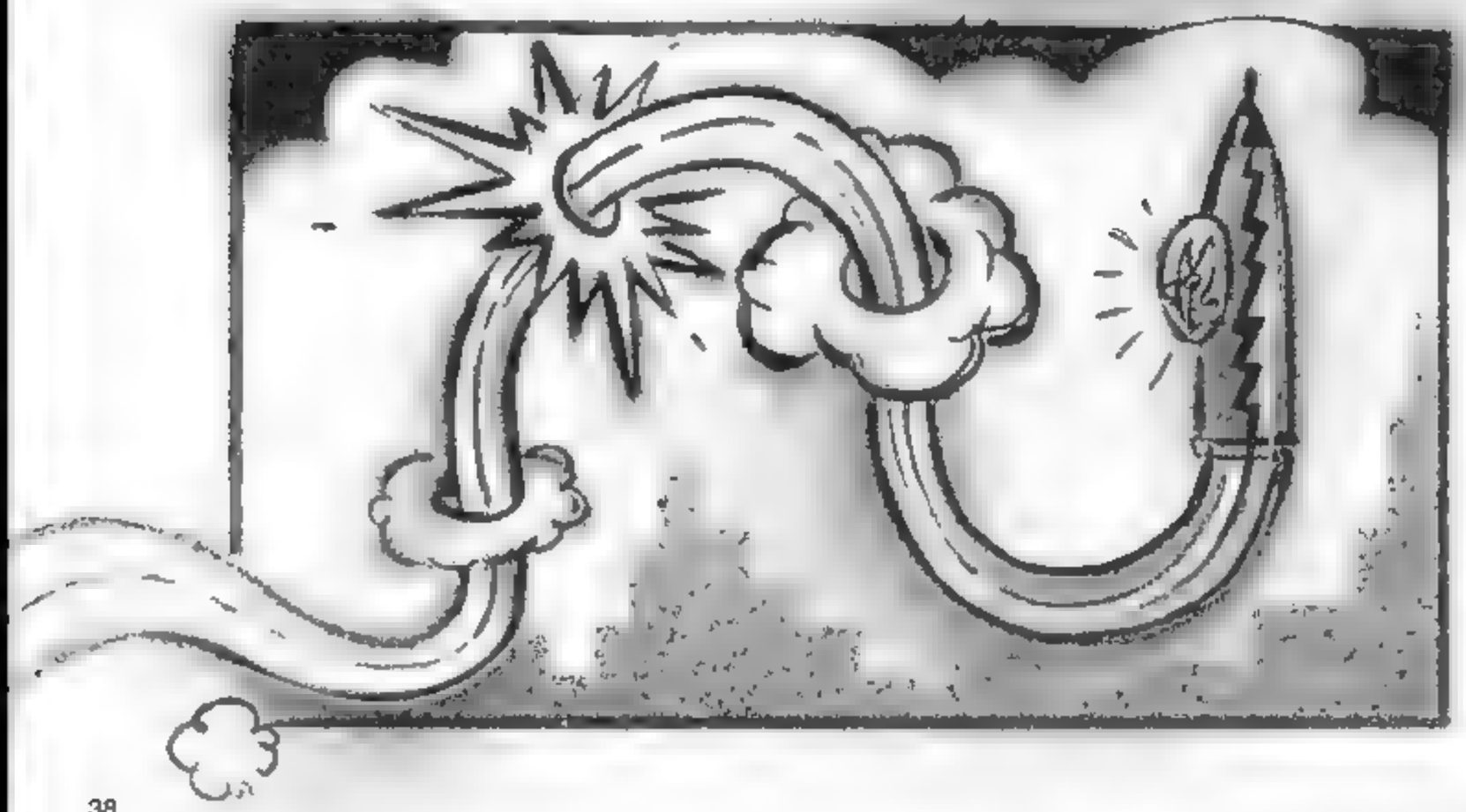
Mr./Mrs./Ms. _____
Name _____
Address _____
City _____
Telephone Number _____
Amount Enclosed _____
Credit Card Number _____
Expiration Date _____

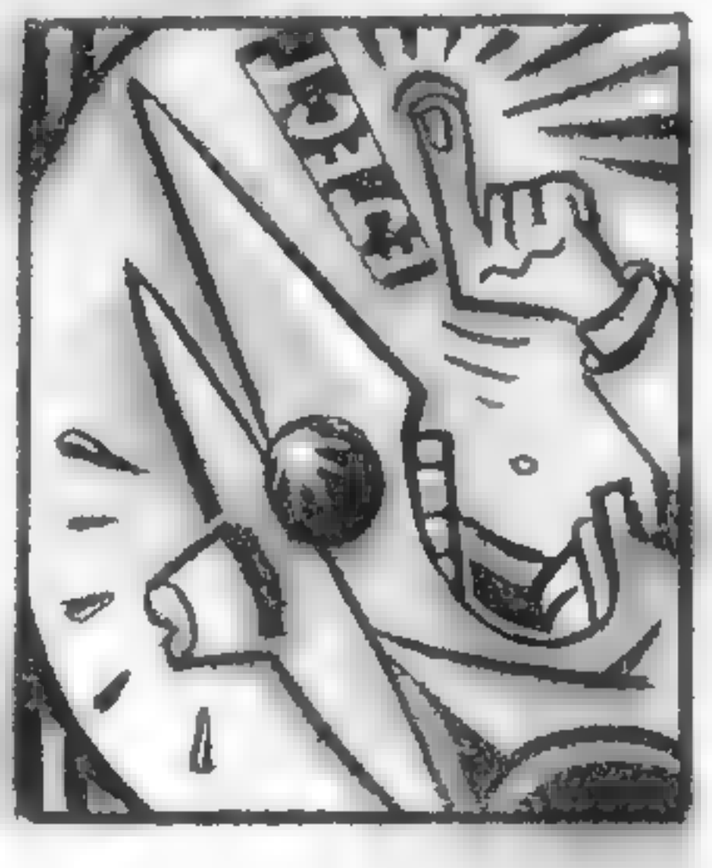
Mail to Boose® Corporation, Dept. NOC, ARC, NO. 5

BOOSE
Better sounding ads through research

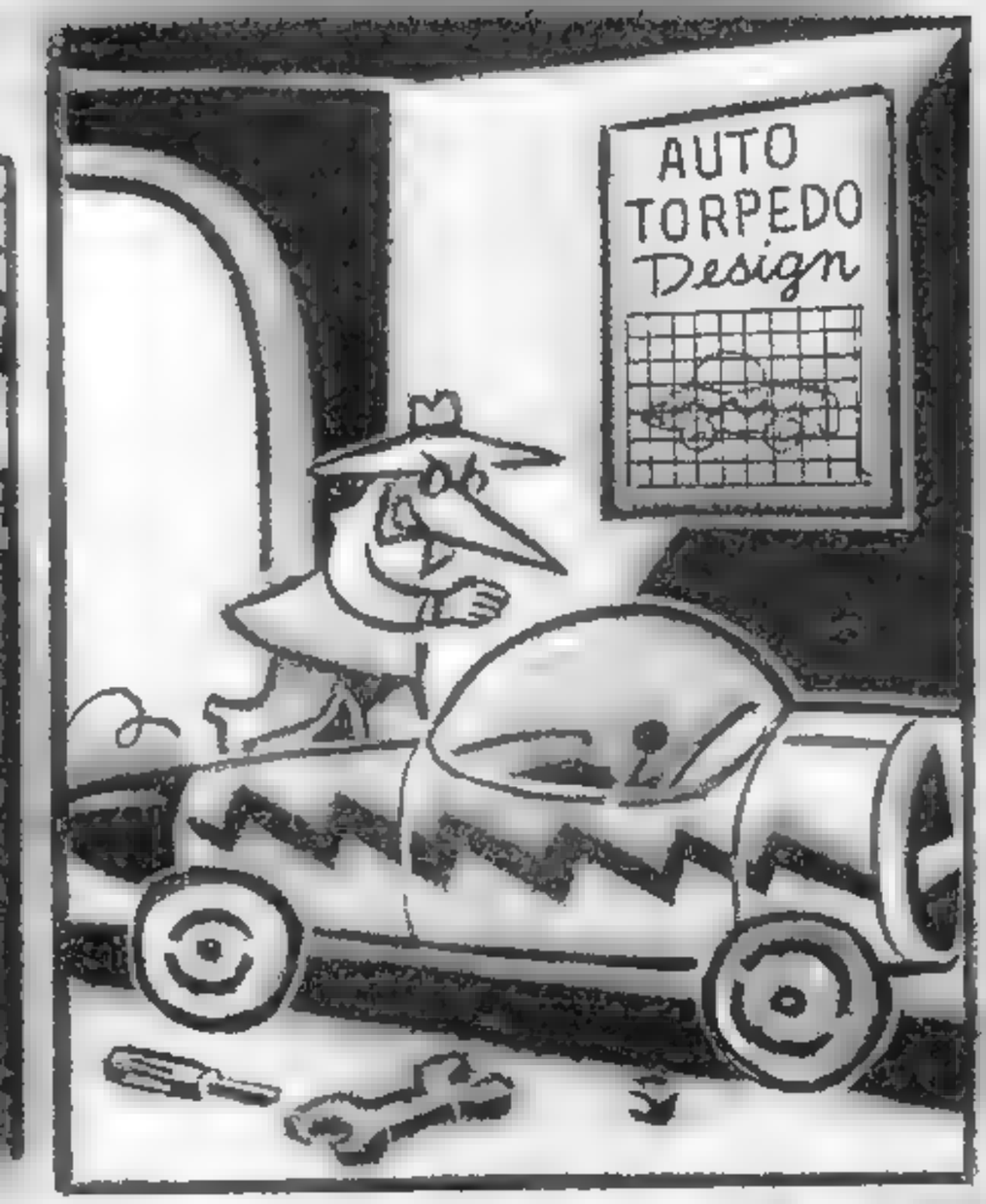
A MAD AD PARODY

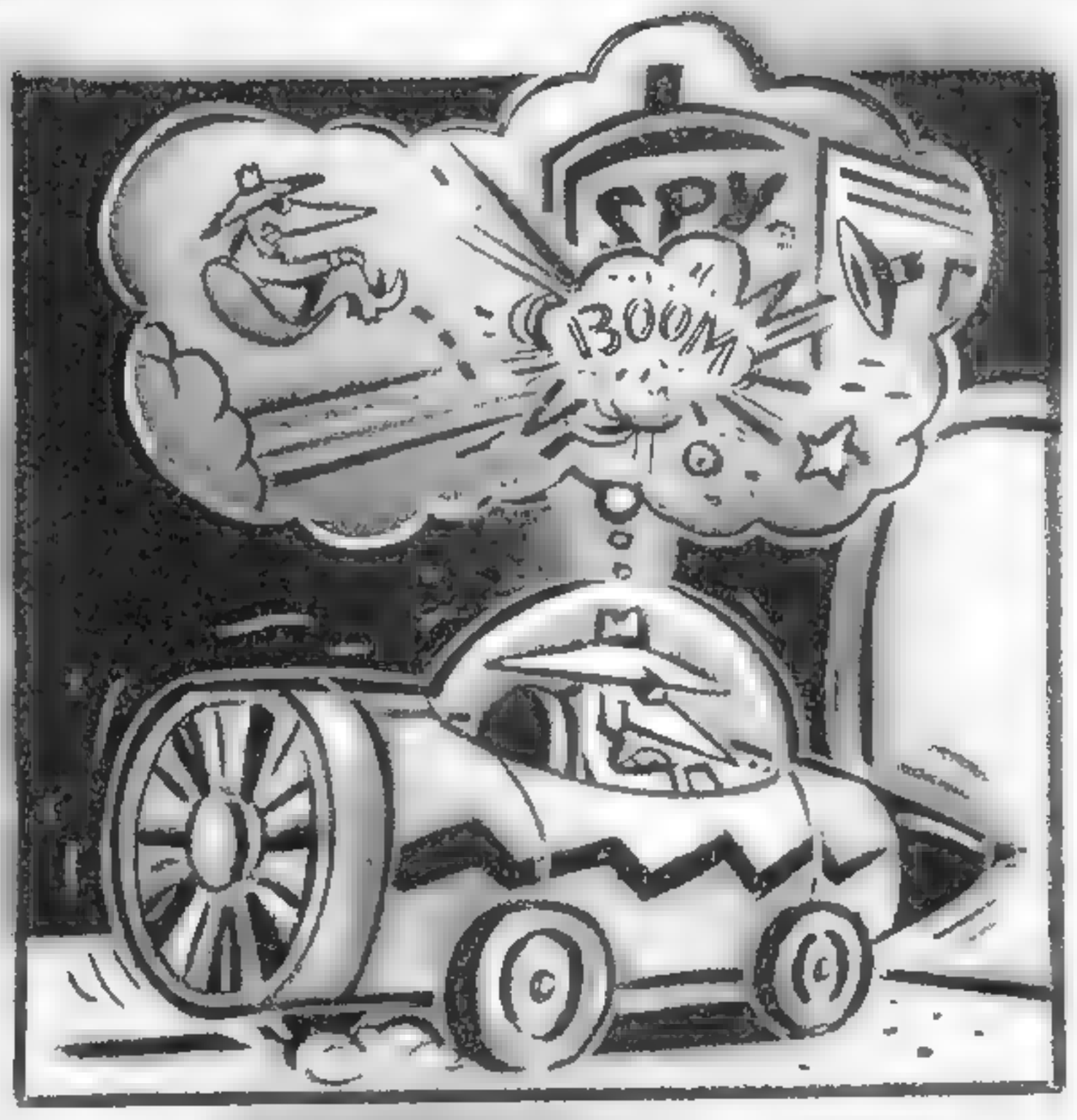


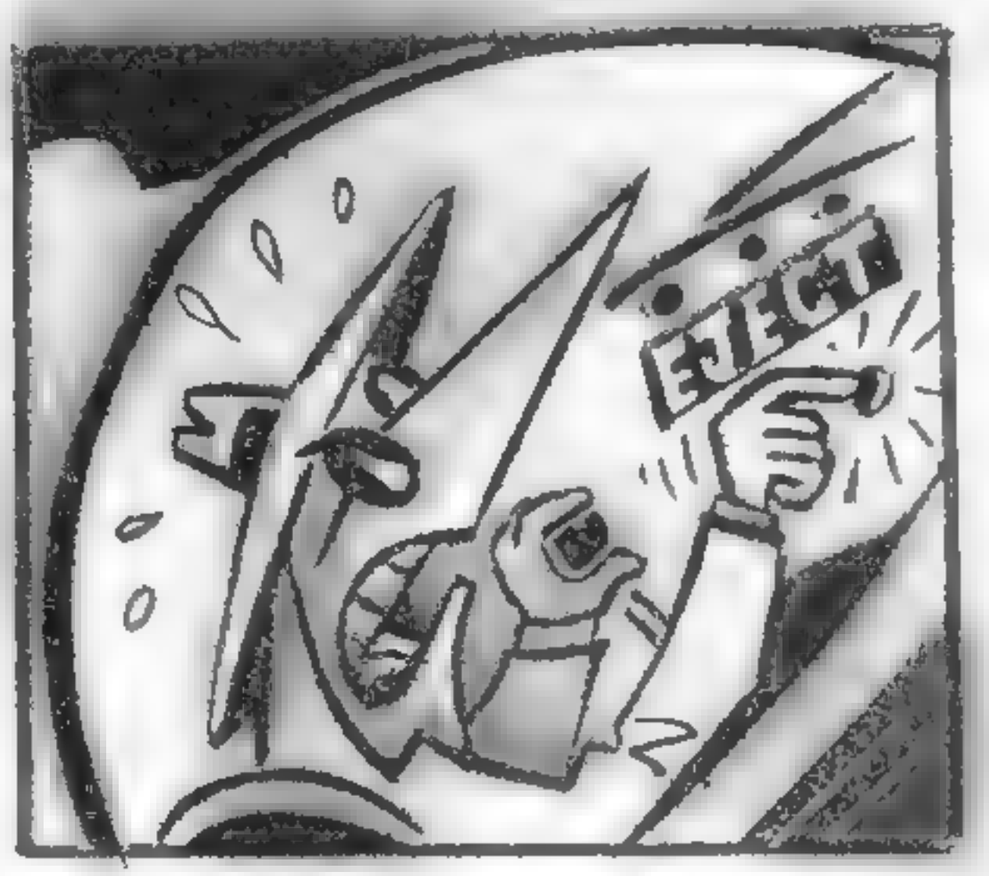


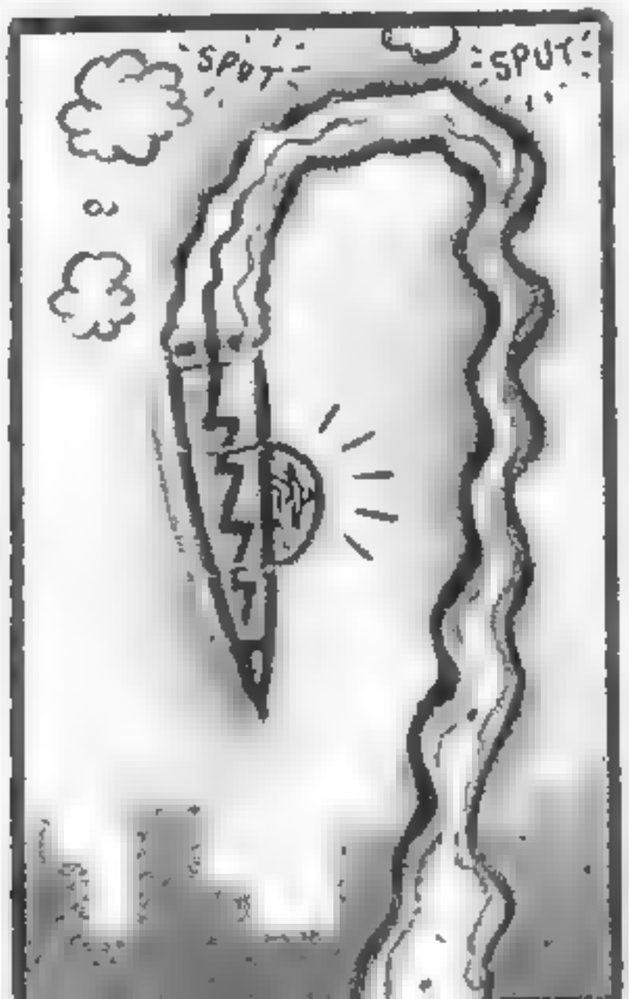


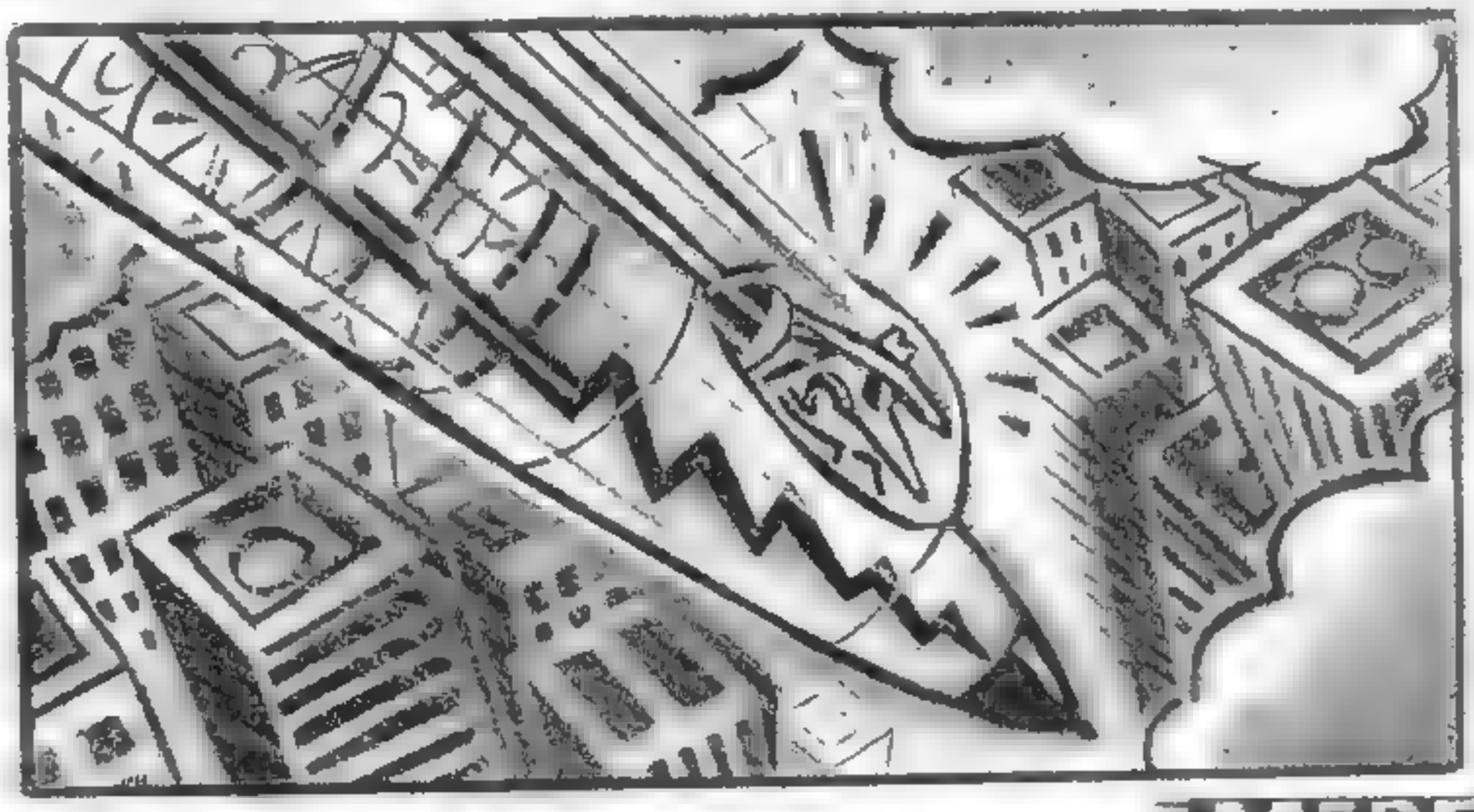
ARTIST: PETER KUPER WRITER, DUCK EDWING



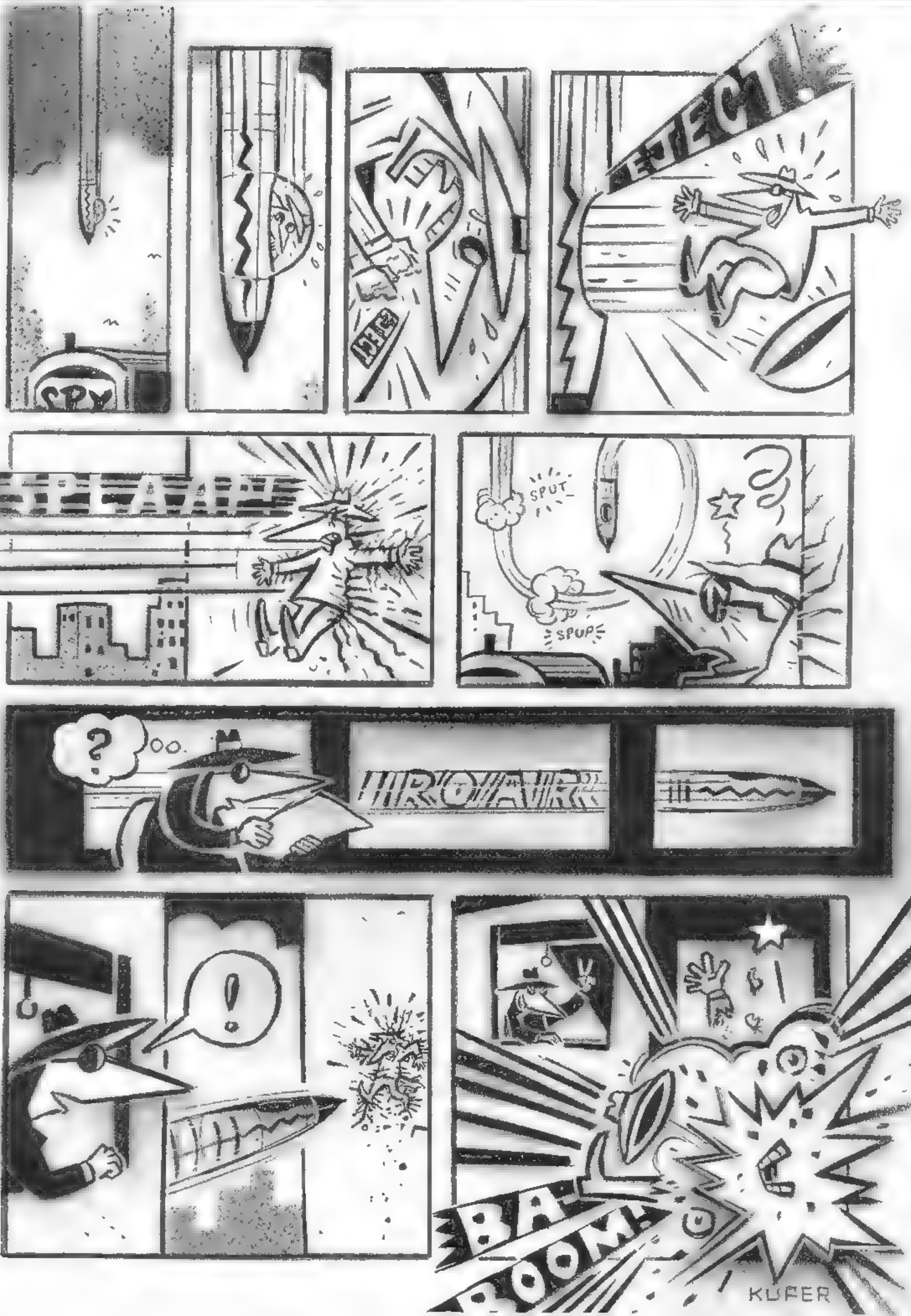








MORE


SPY
SPUT
SPUP
?
!
KUFER

WWW.INSULT.COMEDY DEPT.

There's a book that recently (and inexplicably) made a climb up the best-seller list called *Snaps*, a collection of insults and taunts that allows even the most uncreative of homeboys to have well-rehearsed put-downs on the tip of their tongue. The problem is, the book didn't include every type of jibe needed in this fast-paced, technological age! That's where we come in! Here's...

CYBER-SNAPS

YO' MAMMA JOKES FOR COMPUTER NERDS

Yo' mamma's so **FAT**, she uses **TRIPLE E-MAIL!**

Yo' mamma's so **DUMB**, she spent five hours trying to **FIND** the **"ANY" KEY!**

Yo' mamma's so **UGLY**, she can't even **TURN ON** her **COMPUTER!**

Yo' mamma's so **LAZY**, she'll only **SINGLE CLICK** the **MOUSE!**

Yo' mamma's so **DUMB**, she looks **BEHIND HER** before she hits the **BACKSPACE KEY!**

Yo' mamma's so **UGLY**, she can't get a **CYBER DATE!**

Yo' mamma's so **FAT**, she has to use **DOORS** instead of **WINDOWS!**

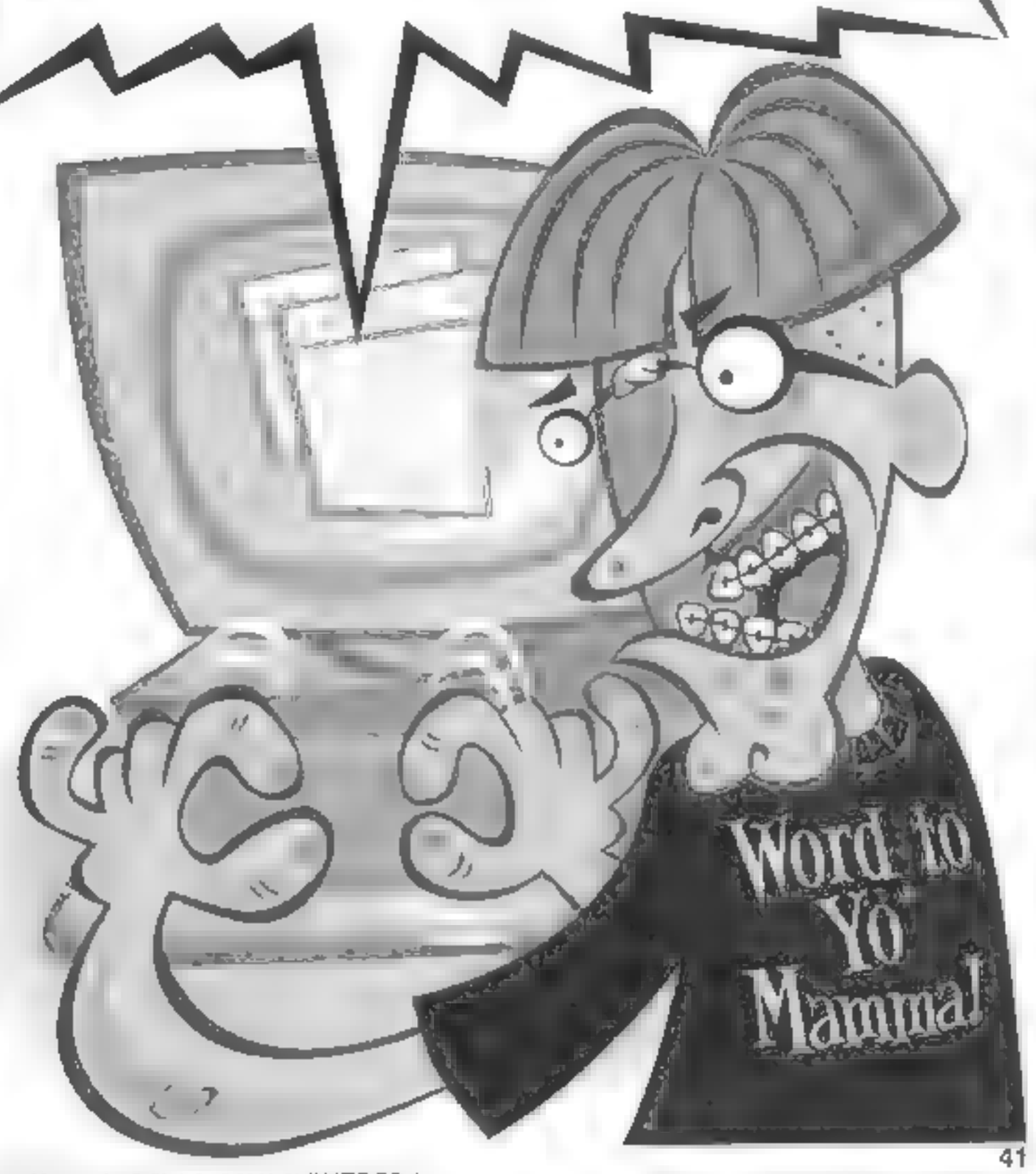
Yo' mamma's so **UGLY**, the **GLARE SCREEN** protects the **MONITOR** from **HER!**

Yo' mamma's so **LAZY**, she'll **CUT**, but **WON'T PASTE!**

Yo' mamma's so **DUMB**, she puts on a **WET SUIT** to **SURF** the **NET!**

Yo' mamma's so **FAT**, she **CAN'T FIT** in a **CHAT ROOM!**

Yo' mamma's so **DUMB**, she **SPELL CHECKS** her **NAME!**



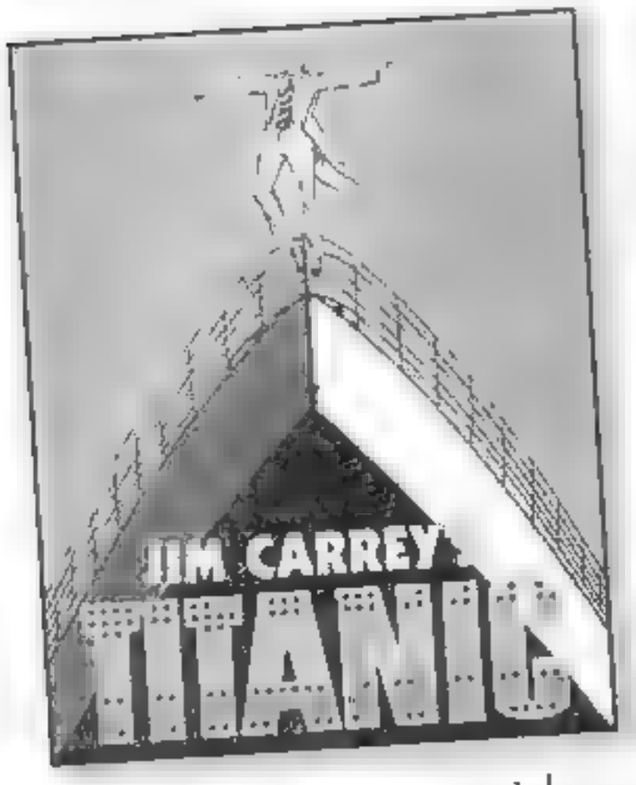
ARTIST: GREY BLACKWELL

WRITER: ANDREW J. SCHWARTZBERG

ICEBERG'S-EYE VIEW DEPT.

Now that *Titanic* is the highest-grossing film of all time, Hollywood logic dictates that there MUST be a sequel. The problem is, the ship sank only once, story over, done deal! Not to worry, though! We screenwriting geniuses at MAD have a plethora of ideas for...

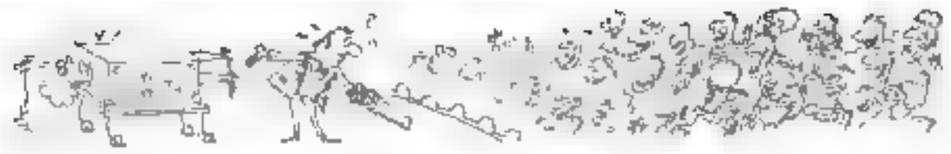
TITANIC SEQUELS



If you were one of the millions of people who enjoyed James Cameron's *Titanic*, just wait 'til you see what happens when the Master of Mugging himself, Jim Carrey, takes a crack at the same story! Yes, the Clown Prince of Ham is at it again, going through his entire repertoire of exaggerated expressions of panic as the mighty ship sinks into the sea! After two hours of his frenetic, over-the-top acting style, you'll never be happier to see a man drown!

The berg is back! Not content with having sunk the Titanic, the dreaded evil Iceberg continues its deadly vendetta against cruise ships, picking off every one that attempts to cross the Atlantic. Bruce Willis plays a hotshot navy commander who survived a previous encounter with "the berg" — and now he's declared his own Cold War, vowing to crush it into a billion little cubes and serve them in party drinks! Julia Roberts plays Willis' estranged wife, a brilliant prostitute-turned-oceanographer. Unfortunately, watching these two bickering ex-lovers won't melt your heart — or many icebergs!

WE'LL SOON SEE



ARTIST: ANGELO TORRES
WRITER: LARRY SUTTER

Heartthrob Leonardo DiCaprio stars as Romeo Dawson in a motion picture that'll be seen by every teenage girl in America — at least ten times! The film's producers are promising a tale so tragic that theaters where it's playing will literally fill up with tears and cause actual drowning deaths! It's a familiar tale of two star-crossed lovers kept apart by fate and poor acting! At the end, they realize their love can never be, and decide to kill themselves. It's actually a lot like the first *Titanic*, only with a more depressing ending because in this version they die a few minutes earlier!

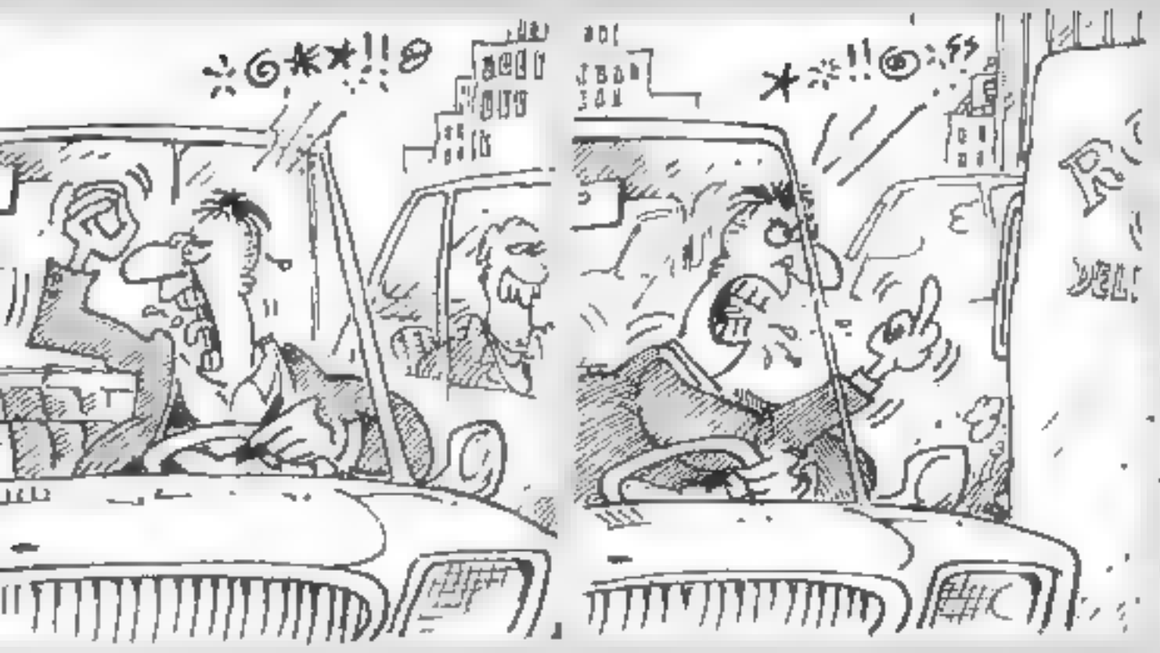
The real reason so many people perished when the Titanic sank was the lack of qualified lifeguards on board. In this offbeat sequel, the ship is reconstructed and the Baywatch crew is hired to prevent any future disasters. As a bonus, the theme song is sung by David Hasselhoff! (Sure to be a hit in Germany!) The highlight of the film is when Hasselhoff offers to sketch all of the Baywatch babes naked in his cabin! And although the scene goes on a bit long, lasting just over two hours and fifty eight minutes of the three hour movie, it does generate enough heat to make the threat of icebergs extremely remote!

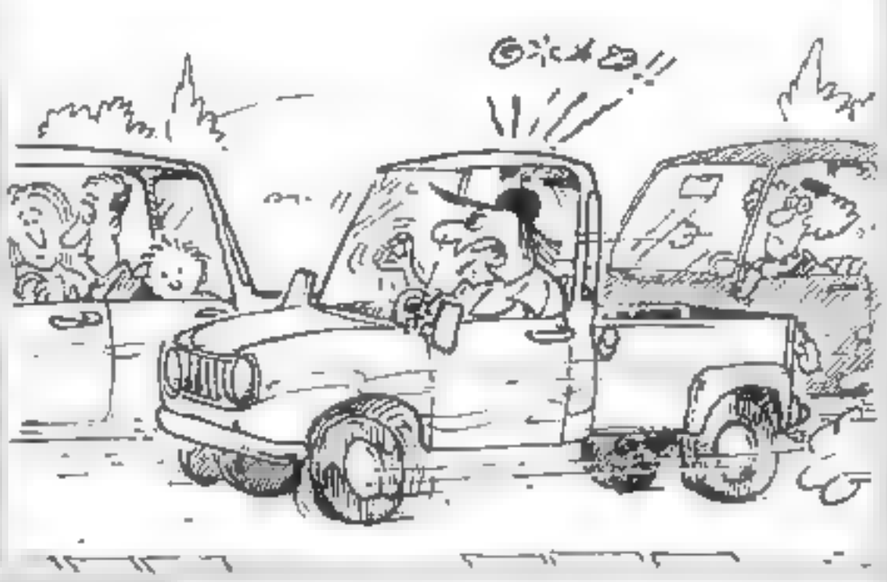
TITANIC SEQUELS
WE'LL SOON SEE

Everyone loves the old *Love Boat* TV show and everyone loves movies about big sinking ships, which means NO ONE will want to miss this bold new film which combines them both! All your favorite washed-up has-been stars are here, falling in love and then sinking to their deaths! Watch as Charo utters her last "Koochie, koochie, koochie!" See Gary Coleman freeze in sub-zero waters and Jimmy "J.J." Walker desperately cling to a life preserver! Whose careers will stay afloat and whose will sink like stones? Half the fun of watching this movie is finding out!

Robin Williams stars as a wacky absent-minded professor who travels back in time and saves the Titanic by zapping it with his shrinking ray! But until he invents a way of zapping it back to its regular size, the ship and its passengers must stay afloat in his bathtub! Enter *Jerry Maguire's* Jonathan Lipnicki as Williams' precocious son who's determined to sink the Titanic himself! Forget about icebergs — now the mighty ocean liner faces danger from a rubber ducky and a large bar of hand soap!

A MAD LOOK AT ROAD RAGE



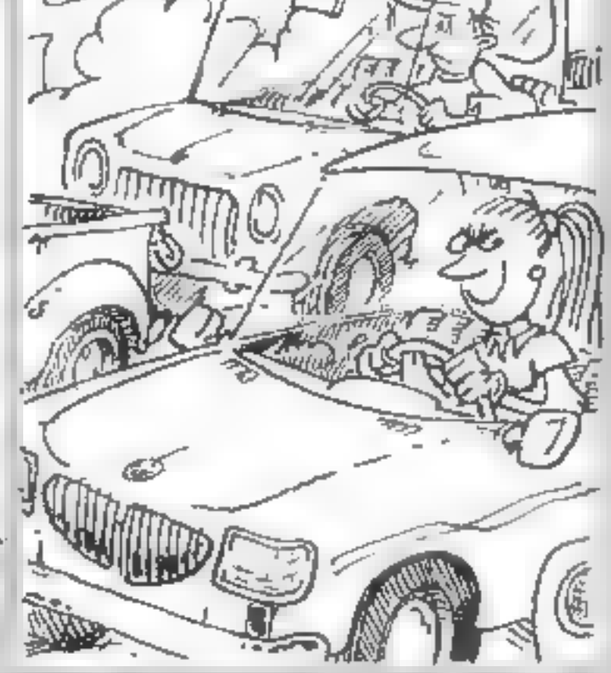


CRASH!

HOSPITAL

BLATT!!

BLATT!



HONK HONK!

BEEP!
BEEP!!

HONK!

BLAM BLAM!

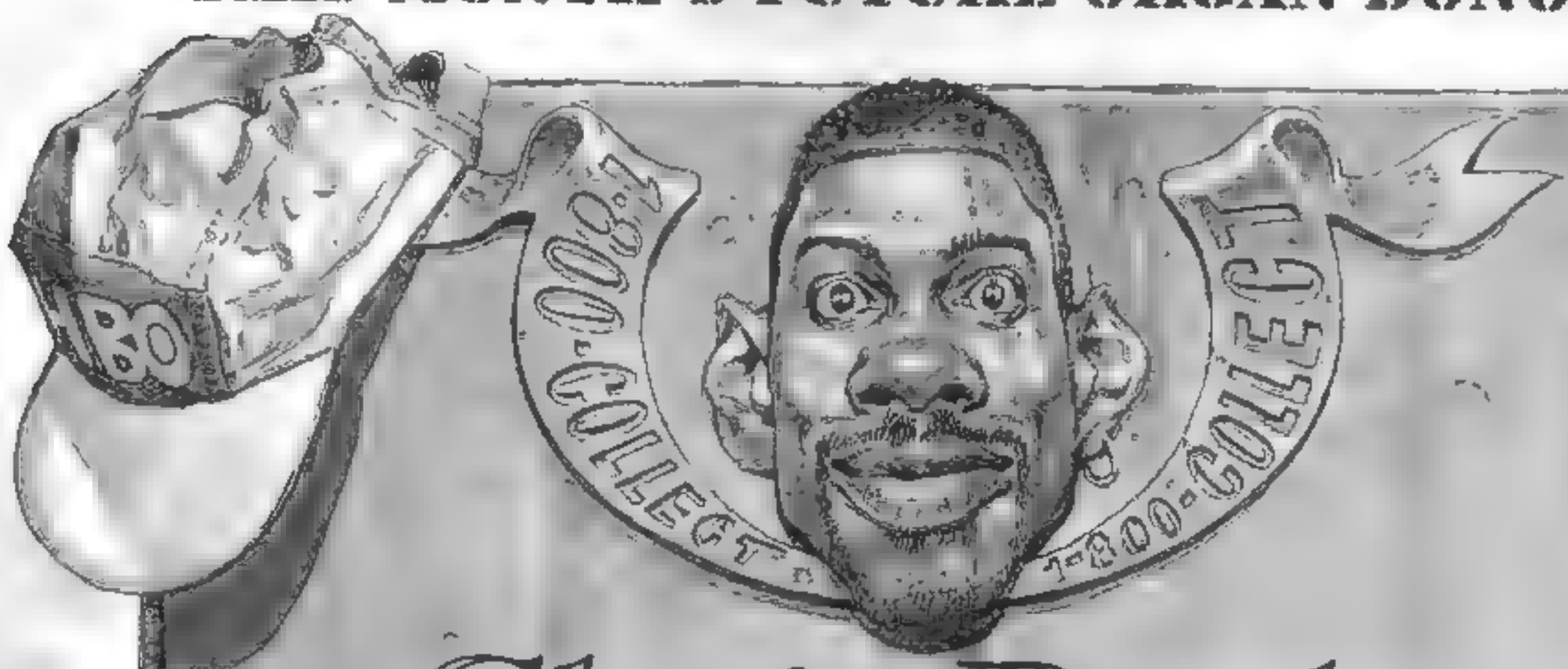
BEEP!
HONK!
HONK!

GRIEVING LAS VEGAS DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars is going to ride the highway to hell!

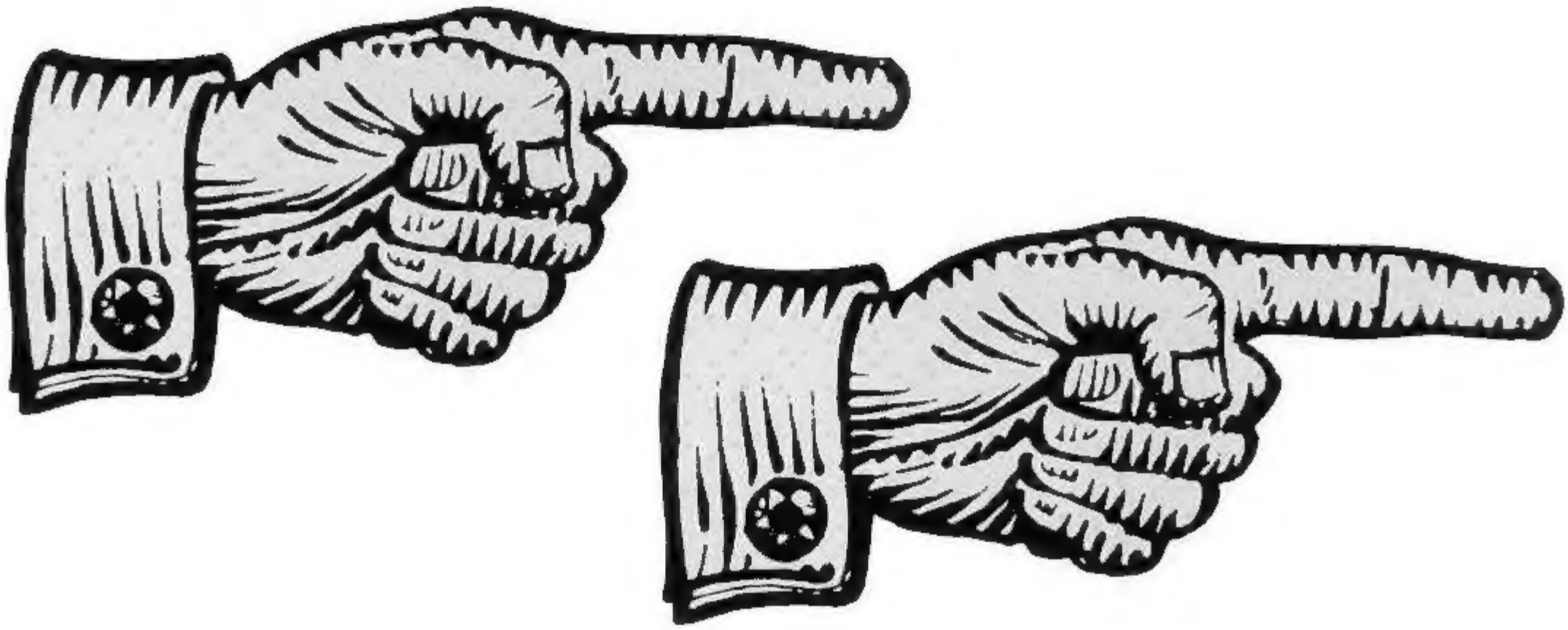
THIS MONTH'S FUTURE ORGAN DONOR:



Chris Rock

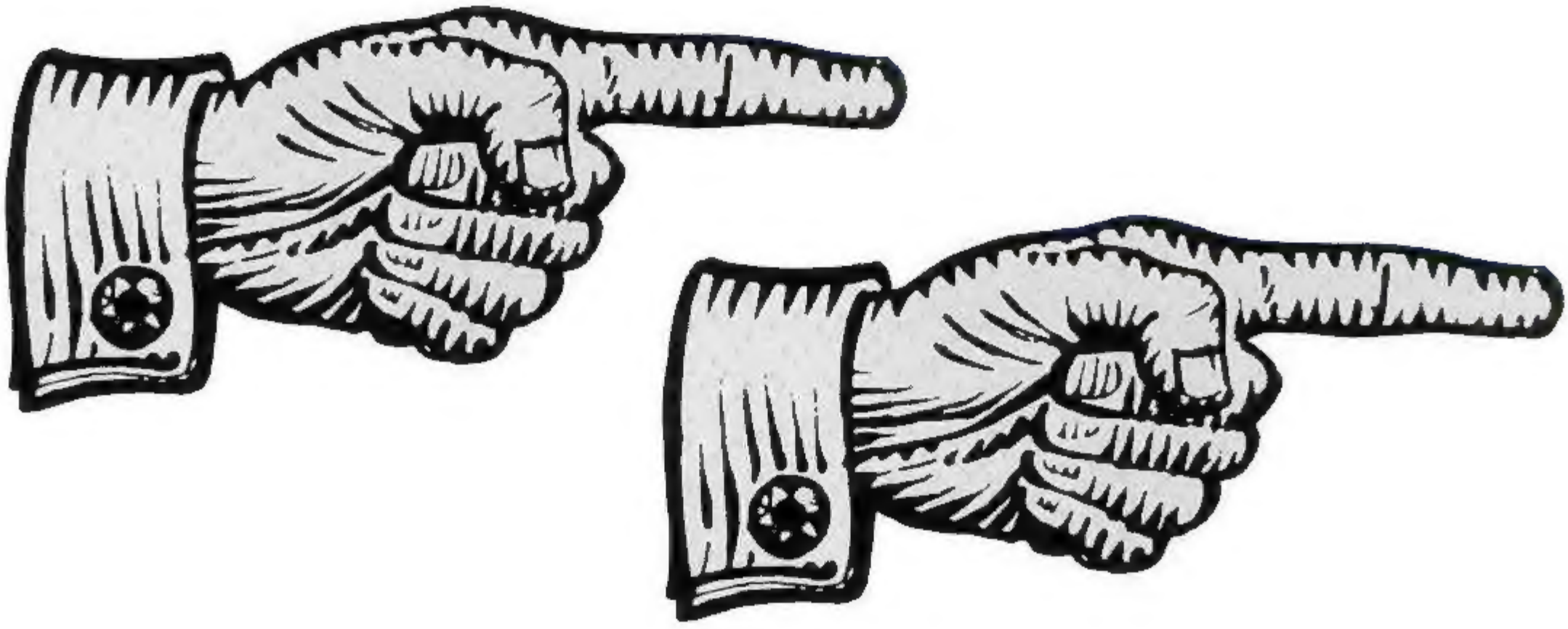
CAUSE OF DEATH	ODDS
Caught in crossfire between East and West Coast rappers while hosting MTV Video Music Awards	2:1
Pummeled to death by parents of kids he conned into calling home using super expensive 1-800-COLLECT	3:1
Terminal laryngitis from yelling all the time	5:1
Crushed at HBO Christmas party by 300lb. Dominatrix from *Real Sex 12*	13:1
Killed by a white liberal angered over his constant use of "the N-word"	25:1
Killed by an African-American angered over his constant use of "the N-word"	109,754:1

ARTIST: HERMANN MEJIA
WRITER: MIKE SNIDER



Nothing to see here!

Please skip ahead.

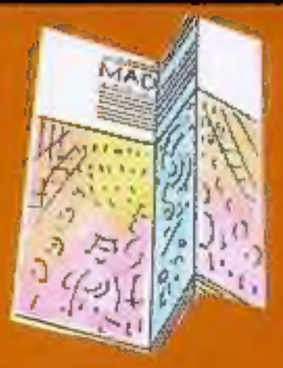


WHAT AREA OF THE COUNTRY LEADS THE NATION IN DEATH SENTENCES?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

More and more states have brought back the death penalty. You can't open a paper today without reading about them strapping another prisoner into Old Sparky, turning up the juice and frying him until smoke comes out his ears and ankles. To find out where death sentences are meted out with unbridled enthusiasm, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"

MANY OF US KNOW ABOUT ONE UNFORTUNATE SOUL WHO'LL BE FACING A SENTENCE OF DEATH PARTICULARLY GRUESOME, SADISTIC AND SICK

A

ARTIST AND WRITER: AL JAFFEE

B

WHAT AREA OF THE COUNTRY LEADS THE NATION IN DEATH SENTENCES?

FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"

OH MY GOD... THEY KILLED KENNY!

SOUTH PARK

A B

TOMMY HIFIGURE